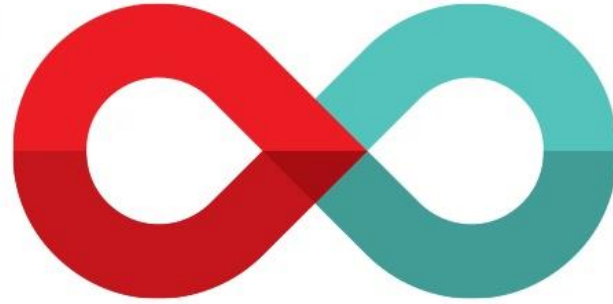




Emily,
blood donor

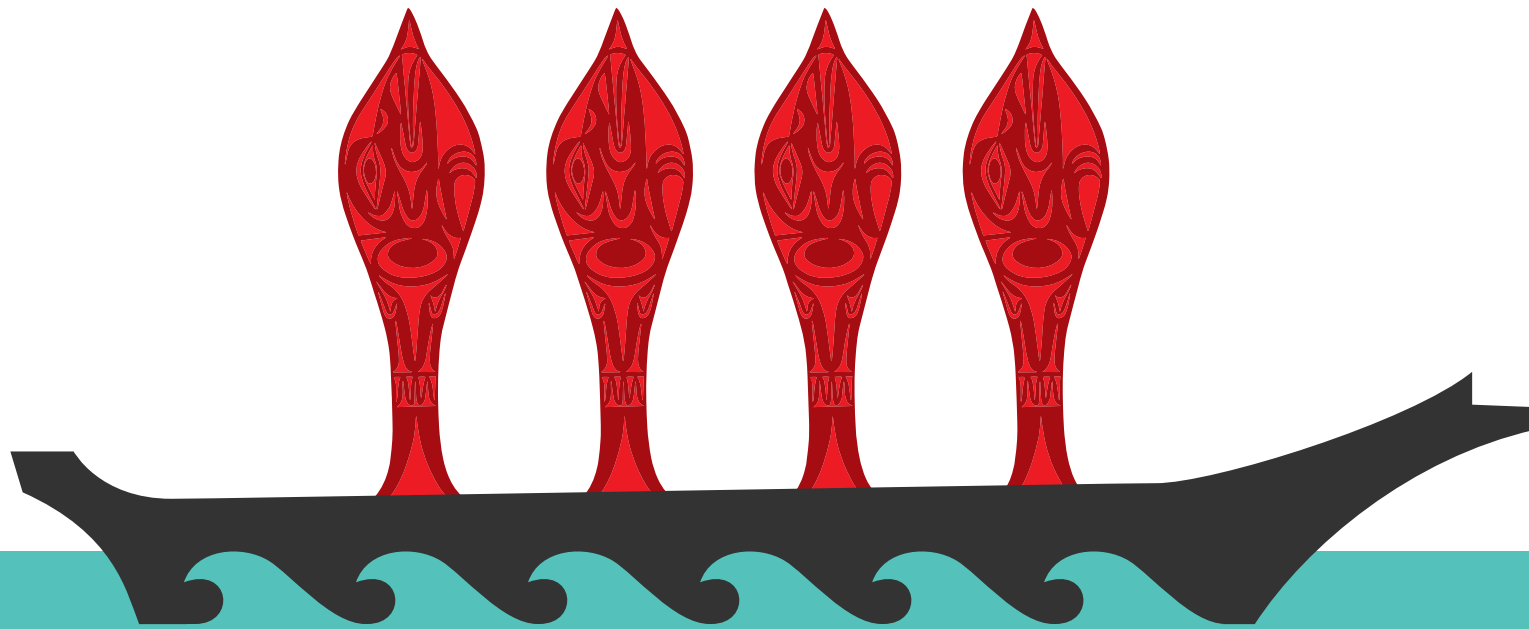


Charles,
blood recipient



Post-Secondary Club Executive Members Orientation

We acknowledge that the work of Canadian Blood Services spans many territories and treaty areas across the country. We recognize the land and waters that have inspired our work and offer gratitude to those Indigenous Peoples on whose territory we work, live and play.



“Hope Paddle” artwork by the late Temosen-THUT (Charles Elliott), an Elder, Traditional Knowledge Holder and a Coast Salish artist from the Tsartlip First Nation on Southern Vancouver Island.

Agenda

- About Canadian Blood Services
- What we do matters
- Form a team
- Train your volunteers
- Make a plan
- Social media tips
- My Impact
- Questions





About Canadian Blood Services



Knox, cord blood stem cell donor

OUR VISION

To help every patient

To match every need

To serve every Canadian

OUR MISSION



We are Canada's Biological Lifeline



OUR VALUES

I C A R E

Integrity Collaboration Adaptability Respect Excellence

OUR OPERATIONAL PILLARS

Safeguard | Engage | Improve

QUALITY POLICY | LEADERSHIP COMMITMENTS
COMMITMENT TO DONORS

OUR STRATEGY



Match products and services to patient and health system needs.



Grow and diversify a flexible, sustainable donor and registrant base.



Invest in our people and culture.



Enhance our digital and physical infrastructure.

**Blood
for Life**

**Plasma
for Life**

**Stem Cells
for Life**

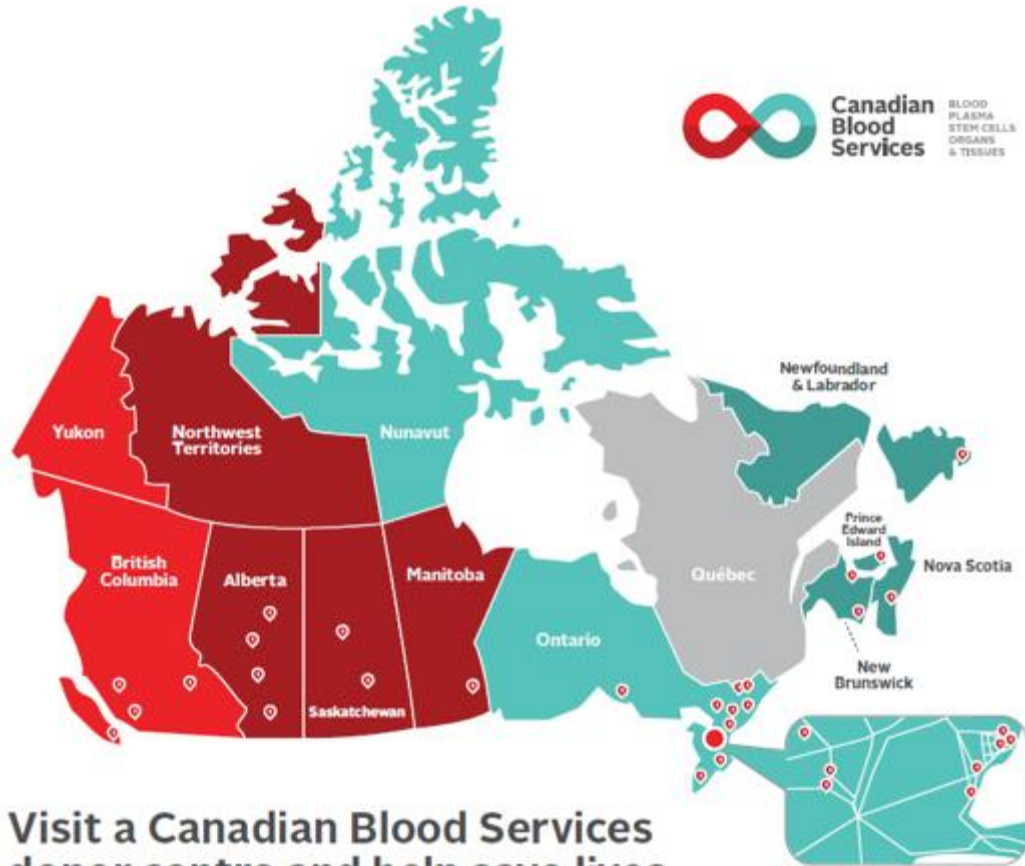
**Organs & Tissues
for Life**



**Canadian
Blood
Services**

BLOOD
PLASMA
STEM CELLS
ORGANS
& TISSUES

Where we are



Visit a Canadian Blood Services donor centre and help save lives

BRITISH COLUMBIA

- • Vancouver 4750 Oak St.
- • Vancouver 250-888 Dunsmuir Street
- Kelowna 2271 Harvey Ave
- Surrey 15285-101 Ave. Unit C2
- Victoria 3449 Saanich Rd.
- Abbotsford 32700 South Fraser Way (Spring 2023)

ALBERTA

- • • Edmonton 8249 114 St. NW
- Red Deer 5020 68 St. #5
- • • Calgary 200 Barclay Parade SW, Unit 10
- • Lethbridge 3735 Mayor Magrath Dr. S, Unit 10

SASKATCHEWAN

- • • Saskatoon 1206 Emerson Ave.
- • Regina 4180 Albert St.

MANITOBA

- • • Winnipeg 777 William Ave.

NEW BRUNSWICK

- • • Moncton 500 Mapleton Rd.
- • • Saint John 405 University Ave.

NOVA SCOTIA

- • • Halifax 7071 Bayers Rd.

NEWFOUNDLAND AND LABRADOR

- • • St. John's 7 Wicklow St.

ONTARIO

- • • Sudbury 900 Lasalle Blvd.
 - • • Ottawa 1575 Carling Ave.
 - • • Orleans 110 Place d'Orleans Dr.
 - • • Kingston 850 Gardiners Rd.
 - • • Peterborough 55 George St. N
 - • • Oshawa 1300 Harmony Rd. N
 - • • Toronto 67 College St.
 - • • Toronto 163 King St. W
 - • • Toronto 2 Bloor St. E
 - • • Richmond Hill 9350 Yonge St.
 - • • Barrie 231 Bayview Dr.
 - • • Brampton 8255 Financial Dr.
 - • • Mississauga 765 Britannia Rd. W
 - • • Burlington 1250 Brant St.
 - • • St. Catharines 420 Vansickle Rd.
 - • • Hamilton 35 Stone Church Rd.
 - • • Waterloo 94 Bridgeport Rd. E
 - • • Guelph 130 Silvercreek Pkwy. N
 - • • London 820 Wharncliffe Rd. S
 - • • Windsor 3015 Howard Ave, Unit 1
 - • • Vaughan 200 Windflower Gate
 - • • Scarborough 880 Warden Ave.
- PRINCE EDWARD ISLAND
- • • Charlottetown 85 Fitzroy St.

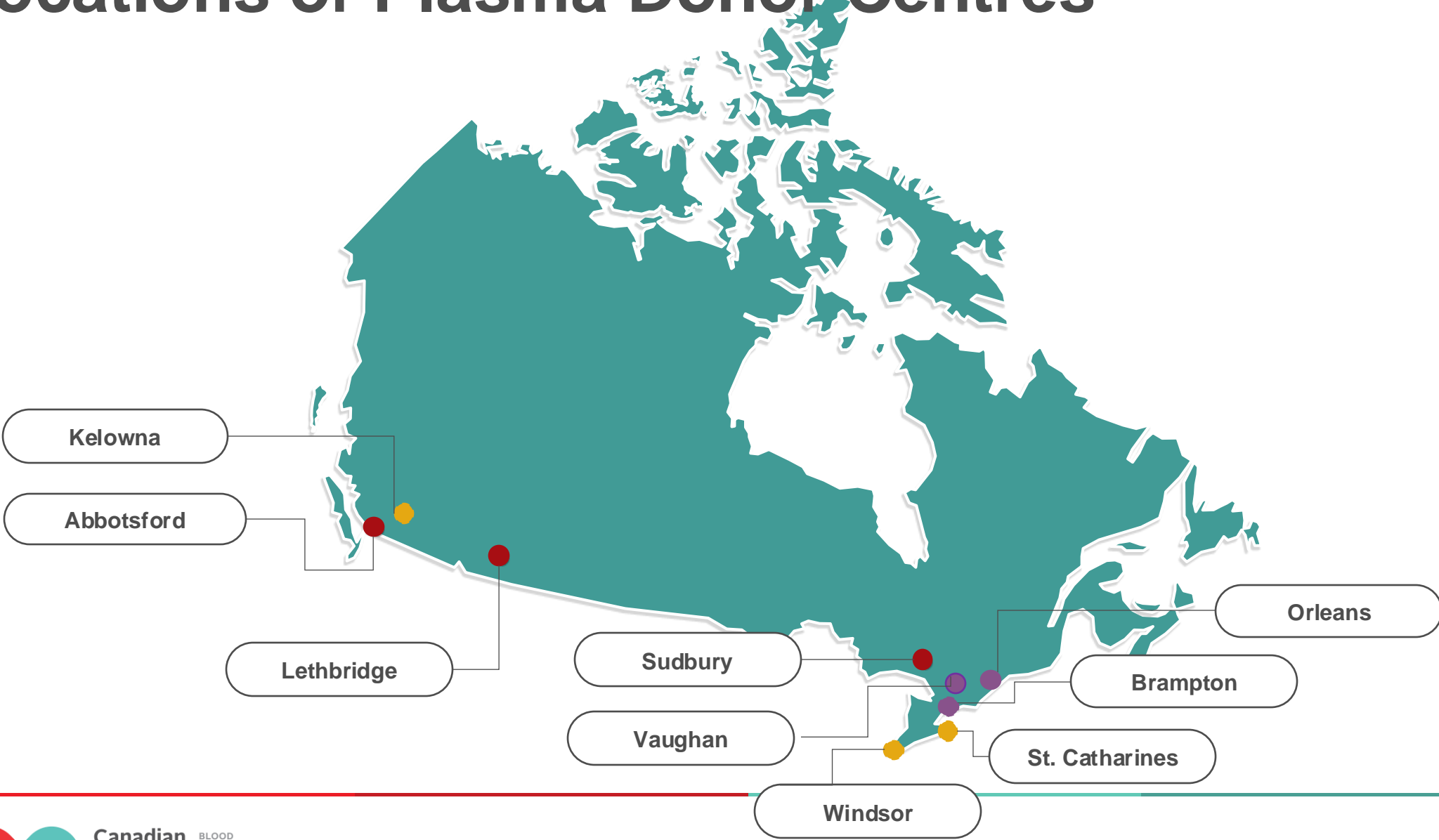
To find a donor centre near you, visit blood.ca/donate

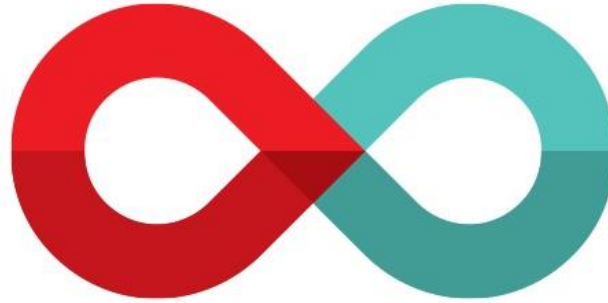
LEGEND

- Blood
- Plasma
- Platelets



Locations of Plasma Donor Centres





Albert,
plasma donor

Linda,
plasma recipient



We do more than collect blood!

What we do matters!

We ensure Canadian patients have reliable access to safe, high-quality blood, plasma, stem cells and organs & tissues.



Blood for Life

- We collect, test and manufacture blood and blood products including red blood cells, platelets and plasma
- We provide diagnostic laboratory testing services in some provinces



Plasma for Life

- We collect plasma from volunteer, unpaid donors in Canada to be used for:
 - Transfusion needs of Canadian patients
 - Fractionation to create plasma protein and related products (i.e., medications)



Stem Cells for Life

- We operate a stem cell program that supports better outcomes for patients
- We operate a national registry of potential stem cell donors and participate in an international network of donor registries
- We collect cord blood and manufacture stem cells through our cord blood bank



Organs & Tissues for Life

- We manage a national transplant registry for interprovincial organ sharing and related programs for organ and donor transplantation



Other Ways to Support Canada's Lifeline



Financial Donations



- It takes donors of all kinds to keep Canada's Lifeline strong – including dedicated financial donors.
- As a registered charity, we rely on financial donations to help strengthen national donor recruitment programs and important investments from education to innovation.
- Ultimately, these investments help save and transform patients' lives.



Partners for Life

- Our Partners for Life program encompasses organizations and community groups looking to make a meaningful difference.
- As a PFL, your team can:
 - Donate together as a group
 - Adopt a donation event
 - Raise awareness through social media
 - Set a donation pledge



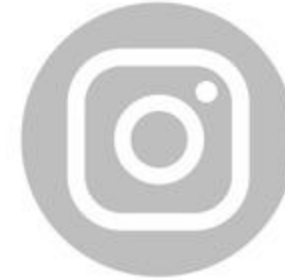
Social Media - #CanadasLifeline



@CanadasLifeline



@canadaslifeline



@canadaslifeline



<https://www.linkedin.com/company/canadian-blood-services>



@canadaslifeline



www.youtube.com/18882DONATE





Post-Secondary Clubs



Anmol, *volunteer*

1 – BUILD A TEAM



BUILD A TEAM

- You'll need a team of people to help you raise awareness and recruit donors.
 - Ask friends and classmates for help and support
- Start small and focus on growing your team.
 - Five volunteers is a good place to start.
- Structure your team into defined roles and responsibilities.
 - Designating roles and responsibilities will help keep the team on track.



TEAM STRUCTURE

- The structure of a Post-Secondary team may vary depending on the size and the needs of that specific team.
- Clearly defined roles and responsibilities help to ensure accountability and keep everyone organized.
- Succession planning is an important part of your team structure to ensure growth and continuation into future years.



ROLES & RESPONSIBILITIES

Role	Responsibility
President	<ul style="list-style-type: none">• Main liaison between Post-Secondary team and Canadian Blood Services• Regularly reports on team's progress to their local Canadian Blood Services representative• Schedules team meetings, creates agendas, and chairs meetings• Recruits new volunteer team members• Hosts executive application process and selects who will fill roles for succession planning• Completes performance reviews with volunteers• Motivates team and deals with any smaller scale issues• General management
Vice President	<ul style="list-style-type: none">• Stands in when the president is unavailable and act as liaison between the volunteer team and Canadian Blood Services.• Tracks and ensures volunteers have completed necessary training and are familiar with team policies.• Supports recruitment efforts for new volunteers.• Supports general management of the team by scheduling volunteers for events.



ROLES & RESPONSIBILITIES

Role	Responsibility
Awareness Manager	<ul style="list-style-type: none">• Works with the team to generate content for social media and schedule posts.• Supports planning and execution of awareness events and recruitment events.• Promotes volunteer recruitment and executive activities.• Identifies teams, groups and clubs to collaborate with on campus and in the community.• Help raise awareness among high school students through presentations and events.
Events Manager	<ul style="list-style-type: none">• Coordinates logistics of events as necessary.• Determines event plan and schedule.• Shares event schedule with vice-president for scheduling volunteers.• Identifies opportunities for recruitment events.• Delivers post-event reports, including success metrics, to the team president to be incorporated in broader reports to Canadian Blood Services.
Team Member	<ul style="list-style-type: none">• Supports planning and execution of awareness events and recruitment events/initiatives.• Regularly attends meetings and works with the team to identify opportunities for events.• Volunteers at recruitment events as required.• Identifies opportunities on campus for awareness and recruitment.



OTHER ROLES

- Volunteer Scheduler
- Training Coordinator
- Recording Secretary
- On-Campus Event Coordinator
- Off-Campus Event Coordinator
- Awareness Ambassadors



SUCCESSION PLANNING

- Succession planning for your team is an important part of your structure to ensure progression into future years.
- Helps identify and develop new leaders who can replace current leaders when they move on from the team.
- Examples:
 - President works with Vice-President to assume position in the future.
 - Have “junior-level” positions to help develop others to take on “senior-level” positions.
 - Establish an application and interview process for those interested in taking on leadership positions.



2 – TRAIN YOUR VOLUNTEERS



TRAIN YOUR VOLUNTEERS

- Post-Secondary team volunteers need to complete the required training to meet Canadian Blood Services guidelines.
- Volunteers complete the required training modules through My Impact.
- Work with your Volunteer Resource Coordinator to help ensure your volunteers are properly trained.



TRAINING REQUIREMENTS

- All Post-Secondary team volunteers are required to complete these learning modules:
 - Living our brand
 - Privacy & Confidentiality
 - Sex Positive & Trans Inclusion
 - Accessibility for individuals with disabilities
 - Canadian Blood Services policies and protocols
 - Multi-product recruitment & awareness training
 - Stem Cell Campaign in a Box training



TRAINING REQUIREMENTS

- Executive members must complete the Executive Member Orientation
- There may be opportunities to take part in additional learning modules listed in My Impact.



3 – MAKE A PLAN



MAKE A PLAN

- Work with your Canadian Blood Services representative to build a recruitment plan that will meet the needs of your region.
- Your team may be asked to take part in national initiatives or campaigns.
- Making a plan will your team reach its goals.



MAKE A PLAN

- Connect with your Canadian Blood Services representative for help.
 - Identify certain day/times of the year where extra help is needed
 - Collaborate with CBS campaigns and initiatives
 - Define key performance measures
- Create a template for your events
 - Focus initial efforts of building social media following
 - Create a social media calendar & schedule



MAKE A PLAN

- Schedule your events and start planning
 - Consider other events happening in your school/community
 - Focus on youth-centered events
- Book your location space or use digital platform for your event
 - Promote even through digital means where possible
- Recruit volunteers for the event
 - Keep organized by defining roles and responsibilities



TEAM MEETING

- Meeting regularly helps teams to ensure that they are:
 - Staying connected to their teams and promoting engagement
 - Addressing concerns or other matters that may need attention
- Executive members should meet once per month outside of regular meetings
- Take minutes and distribute to members in a timely manner after meeting.



TEAM MEETING

- Welcome new members/icebreaker
- Review last minute's meetings and action items
- Provide updates on recruitment training or review updates from your CBS rep
- Review your event calendar, scheduling, details, actions, etc.
- Review upcoming recruitment needs and generate ideas to fill gaps



Canadian
Blood
Services

BLOOD
PLASMA
STEM CELLS
ORGANS
& TISSUES

NextGen
Lifeline

STUDENTS RECRUITING
DONORS TO SAVE LIVES

Agenda
February 14, 2023

Meeting Agenda

Date	Feb. 14, 2023	Time	6:00 PM – 7:30 PM
Web meeting info	Zoom link	Location	The Library Rec Room
Chair	Jon Snow	Recording secretary	Jane Rain
Attendees	Gary, Mabel, Judy, Greg		
Guests	Canadian Blood Services representative		
Time	Agenda item	Lead	
6:00 PM	1. Welcome new members/Icebreaker	Jon	
6:05 PM	2. Review last meeting minutes	Jane	
6:15 PM	3. Updates <ul style="list-style-type: none">• New member training• New CBS campaign	Mabel	
6:45 PM	4. Calendar review	Judy	
7:00 PM	5. Review March volunteer schedule	Greg	
7:15 PM	6. Round Table	Jon	
7:30 PM	7. Adjourn meeting	Jon	



4 – USE SOCIAL MEDIA



SOCIAL MEDIA TIPS FOR POST-SECONDARY CLUBS

- Social media is a great way to help spread awareness about donating and share information about your team's events.
- Any social media account you create for your team needs to be an “unofficial” account, and not directly linked to Canadian Blood Services.
 - Avoid using Canadian Blood Services' legal name on your handles or page names.
 - Do not amend or adapt the Canadian Blood Services' logo as your team's logo.
 - Avoid using Canadian Blood Services' brand colours in your social or promotional content.



SOCIAL MEDIA TIPS FOR POST-SECONDARY CLUBS

- Build your following
 - Follow our official accounts, both nationally and regionally.
 - Follow team members' personal accounts, campus clubs, student associations, etc.
 - Follow friends and acquaintances at your local university or college who might be interested.
- Keep your content fresh
 - Aim to post new content on a regular schedule, once a week or bi-weekly, for example
- Use your social media guidelines



CONTENT IDEAS

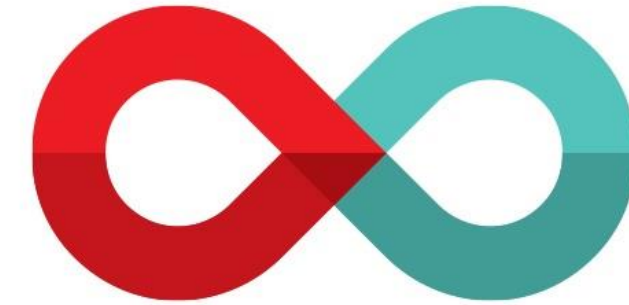
- Share stories from recipients around the same age as students.
- Share throw-backs from past events, information on upcoming events, and/or how to book an appointment.
- Post facts about the need for plasma, blood, stem cells and financial donations.
- Introduce your team members, including photos, why they joined, program they are in, etc.
- Repost content from Canadian Blood Services' national and local accounts.



CONTENT IDEAS

- Host live Q&As on your stories.
- Coordinate a competition between different clubs or faculties to see who can get the most donations.
- Arrange a digital tour of your local donation centre.
- Share the steps of the donation process as you are donating.
- Create a video to show people how to book an appointment.
- Organize digital events such as an online paint night, digital baking competitions or art competitions featuring a Canadian Blood Services theme.





Lauren,
kidney donor



Gurjit,
kidney recipient



Using My Impact

Using MyImpact

myImpactPage.com

MyImpactPage.com - Login

Login

Username ™ Usernames **are not** case sensitive.

Password ™ Passwords **are** case sensitive.

[Forgot your username or password?](#)

Privacy Policy

Information contained here is only visible to you and the specific organization(s) with which you are associated. It will neither be disclosed to any other party nor used for any other purpose. [Click here to view the complete MyImpactPage.com privacy policy.](#)

Search

Search for an organization. Common search terms include city, town, or county.

Keyword ™

9:57 📶 🔋 54

My Impact Login

Username

Usernames **are not** case sensitive.

Password

Passwords **are** case sensitive.

[Forgot your username or password?](#)
[Don't have an account?](#)

Remember my Username and Password.

Privacy Policy

Information contained here is only visible to you and the specific organization(s) with which you are associated. It will neither be disclosed to any other party nor used for any other purpose. [Click here to view the complete MyImpactPage.com privacy policy.](#)



Using MyImpact



MyImpactPage.com - Login

Login

Username ™ Usernames are not case sensitive.

Password ™ Passwords are case sensitive.

[Forgot your username or password?](#)

Privacy Policy

Information contained here is only visible to you and the specific organization(s) with which you are associated. It will neither be disclosed to any other party nor used for any other purpose. [Click here to view the complete MyImpactPage.com privacy policy.](#)

Search

Search for an organization. Common search terms include city, town, or county.

Keyword ™

MyImpactPage.com

Powered By BETTER IMPACT

Using MyImpact



Questions

