



**36<sup>th</sup> South African  
NATIONAL BLOOD  
Transfusion Congress**

**22 – 25 August 2022 - Durban**

**SHAPING A SUSTAINABLE FUTURE**

# The Effectiveness of the Western Cape Blood Service Donor Milestone Programme

Marike Gevers



**Western Cape Blood Service**  
Do something remarkable

# Background

- WCBS have a unique tailormade donor milestone programme.
- Tokens of appreciation (TOA) is given at the following intervals: 1<sup>st</sup>, 5<sup>th</sup>, 10<sup>th</sup>, 25<sup>th</sup>, 50<sup>th</sup>, 75<sup>th</sup>, 100<sup>th</sup>, 125<sup>th</sup>, 150<sup>th</sup>, 175<sup>th</sup>, 200<sup>th</sup>, 225<sup>th</sup>, 250<sup>th</sup>, 275<sup>th</sup>, 300<sup>th</sup>, 325<sup>th</sup>, 350<sup>th</sup>, 375<sup>th</sup>, 400<sup>th</sup>, 425<sup>th</sup>, 450<sup>th</sup>, 475<sup>th</sup>, 500<sup>th</sup>.
- Donor Awards breakfast function - 100<sup>th</sup> and 125<sup>th</sup>
- Donor Awards evening function - 150<sup>th</sup> +
- They receive a gift and attend a function.

# Background

- Donors also receive limited-edition once off campaign gifts throughout the year.
- Awards functions are costly.
- To date we have no proof that these TOA motivates donors to continue donating.
- This study aimed to measure blood donors' satisfaction with the programme and find areas of improvement.



**We make the Perfect Pair**  
Donate blood



Donate blood and receive a special-edition pair of socks to keep you warm and cosy.



**Rock your WCBS socks!**

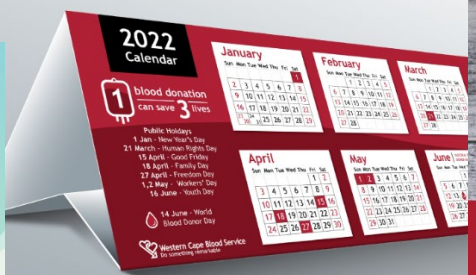
Post a picture of your WCBS socks. Tag @TheWCBS and #rockyoursocksWCBS. Stand a chance to win x2 tickets to the Planetarium!



**Give life. Donate blood.**

Spring into action and donate blood to receive a seedling pot

**WIN** All new blood donors stand a chance to win 2 tickets to a SANParks venue in the Western Cape



**Donate blood.**  
Get your **free** calendar



**Donate blood**  
Sunday, 26<sup>th</sup> Dec  
Monday, 27<sup>th</sup> Dec  
09:00 - 12:45  
at N1 City Mall and Blue Route Mall

Every successful blood donation will receive a voucher for a *Wimpy filter coffee and a muffin.*

\*Ts & Cs apply



**COMMIT TO 2020**



Donate blood 4 times in the year and receive this headlamp as a token of our appreciation on the 4<sup>th</sup> time.



**Two hearts are better than one.**

Bring a new donor with you when you donate blood in March and you'll receive a Blood Buddy keyring.





# Background

**1st Donation**  
Thermal cooler bag



**4th Donation**  
Portable braai or camping chair



**5th Donation**  
Travel mug



**10th Donation**  
Tech set



**25th Donation**  
Sports bag



**50th Donation**  
Power bank



**75th Donation**  
First aid kit



**100th Donation**  
Parker pen and pencil set



**125th Donation**  
Braai set



# Background

**150th Donation**  
Sushi platter



**175th Donation**  
Salad server  
(kiss)



**200th Donation**  
Serving lifter



**225th Donation**  
Teaspoon set  
and sugar ladle



**250th Donation**  
Condiment set



**275th Donation**  
Water jug



**300th Donation**  
Ice bucket  
with handle



**325th Donation**  
Salt & Pepper  
set



**350th Donation**  
Salad dish



**375th Donation**  
Silver wall clock



**475th Donation**  
16pc Cutlery set



# Background

**150th Donation**  
Sushi platter



**175th Donation**  
Salad server  
(kiss)



**200th Donation**  
Serving lifter



**150th Donation**  
Picnic cooler basket



**175th Donation**  
2 Bath sheets and hand  
towel set



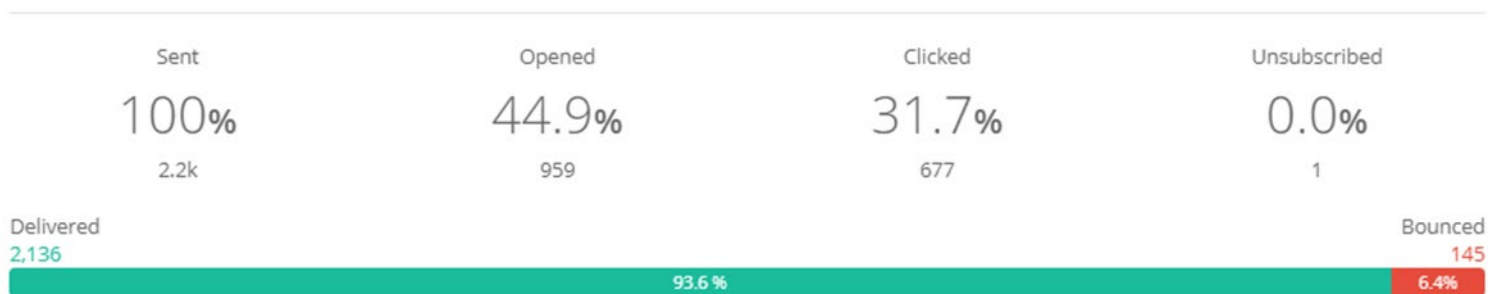
**200th Donation**  
Leather wallet





# Method

- A survey was sent to:
  - Donors that reached a milestone in 2020
  - Reached milestones 25<sup>th</sup> and more
  - Had an email address
  - Sent to **2 281** of which 145 bounced.
  - In total it was delivered to 2 136 donors, of which 959 opened the email and 677 clicked through to the survey





## Donor Milestone Gift Survey

Dear Veronica,

The Western Cape Blood Service would like to thank you our valued blood donor in your commitment to save lives. At certain donation intervals, we give blood donors milestone gifts as a small token of appreciation. These intervals are at: 1st, 5th, 10th, 25th, 50th, 75th, 100th, 125th, 150th, 175th, 200th, 225th, 250th, 275th, 300th, 325th, 350th, 375th, 400th.

Please could we ask that you take the time to complete the survey? It should not take more than 10 minutes and one lucky winner will receive a WCBS hamper. The survey aims to measure the efficacy of the milestone program and ascertain areas of improvements.

Please click [here](#), to complete the survey.

Kind regards,  
The WCBS team

t: 021 507 6300 • [www.wcbs.org.za](http://www.wcbs.org.za)  
SMS 'blood' to 33507 and we'll call you back (R1.50 per SMS)



Western Cape Blood Service  
Do something remarkable

# Method

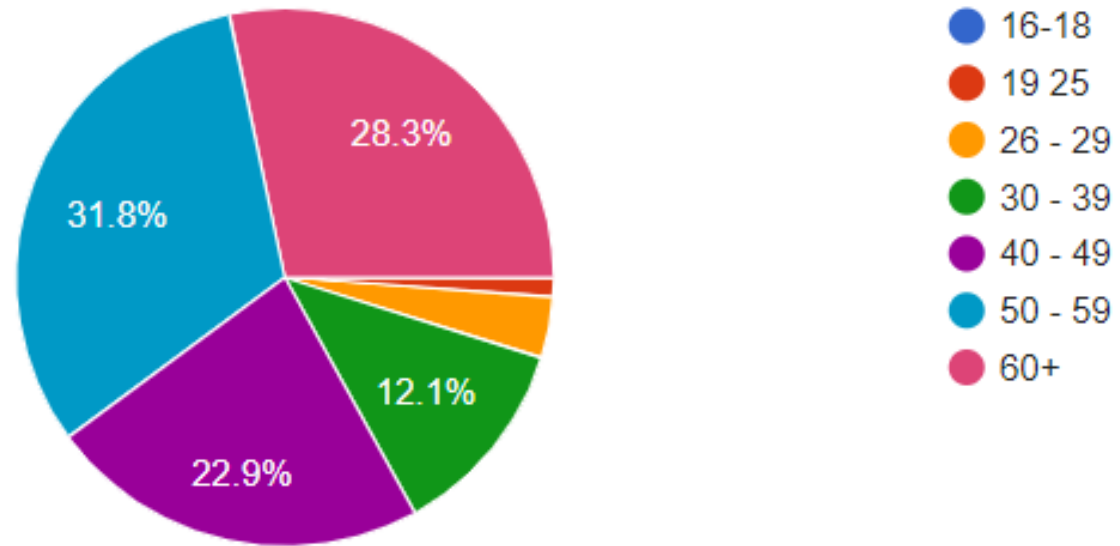
- The opened rate was 44.9% and the industry rate is 25.1%
- The clicked-through rate was 31.7% and industry rate is 1.8%

Opened	Clicked	Social	Unsubscribed
44.9%	31.7%	0%	0%
959	677	0	1
Industry 25.1%	Industry 1.8%	Industry 0.2%	Industry 0.2%

# Results

What is your age?

519 responses

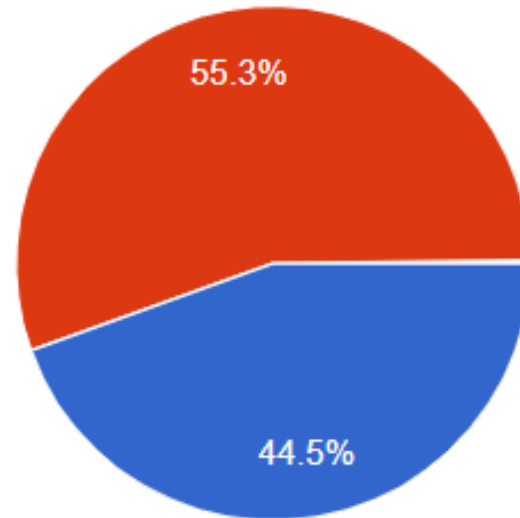




# Results

What is your sex?

519 responses

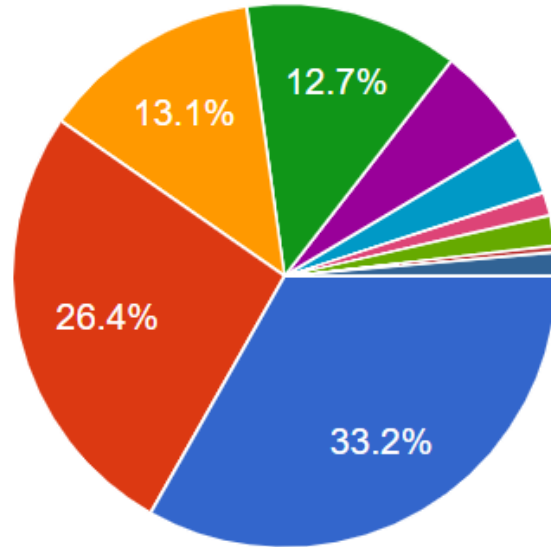


- Female
- Male
- I prefer not to say

# Results

What milestone have you reached thus far?

503 responses



25<sup>th</sup>, 50<sup>th</sup>, 75<sup>th</sup> = 72.7%

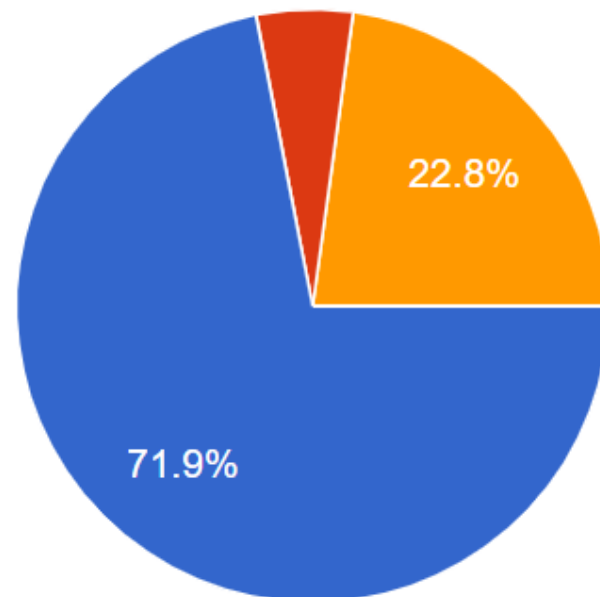
100<sup>th</sup> & 125<sup>th</sup> = 18.7%

150<sup>th</sup> - 250<sup>th</sup> = 8.6%

# Results

Would you prefer to receive a gift or attend a donor award function?

57 responses

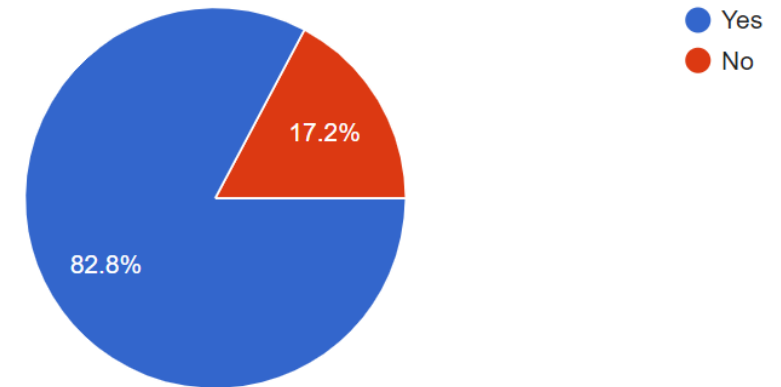


- I prefer to receive a gift
- I prefer to attend the donor award function
- I would like to receive a gift and attend the function

# Results

- 82.8% like the Carol Boyes gifts

Do you like receiving the current Carol Boyes items as gifts?  
58 responses



The donors that said no could elaborate:

- Too modern, not our style
- Gift is for ladies
- Not practical even though I'm a sushi lover
- I'm a man, and don't know what to do with sandwich dish and butter knife



# Results

## Campaign-related gifts

- Picnic blanket
- Mask
- **Head light**
- Socks
- Sunglasses
- Coolerbag
- Coffee mug
- Towel
- Torch

## Milestone gifts

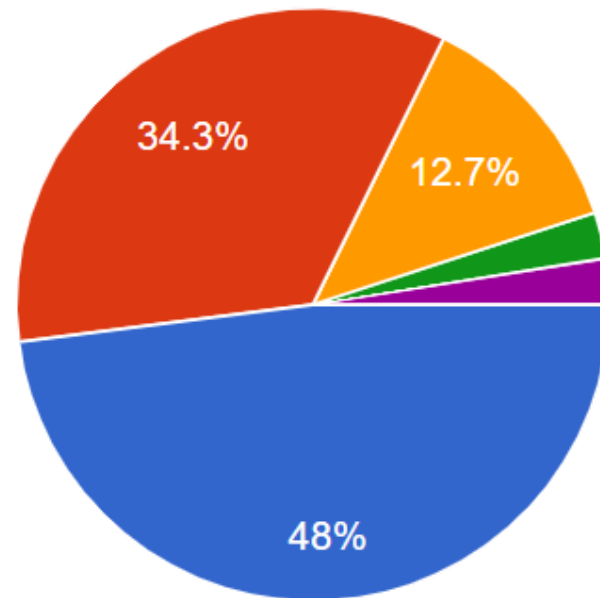
- Braai set
- USB charger
- Wallet
- **Powerbank**
- **First aid kit**
- **Pen set**
- Picnic set
- Gym bag

Every gift!

# Results

Overall, how satisfied are you with your milestone gift?

519 responses

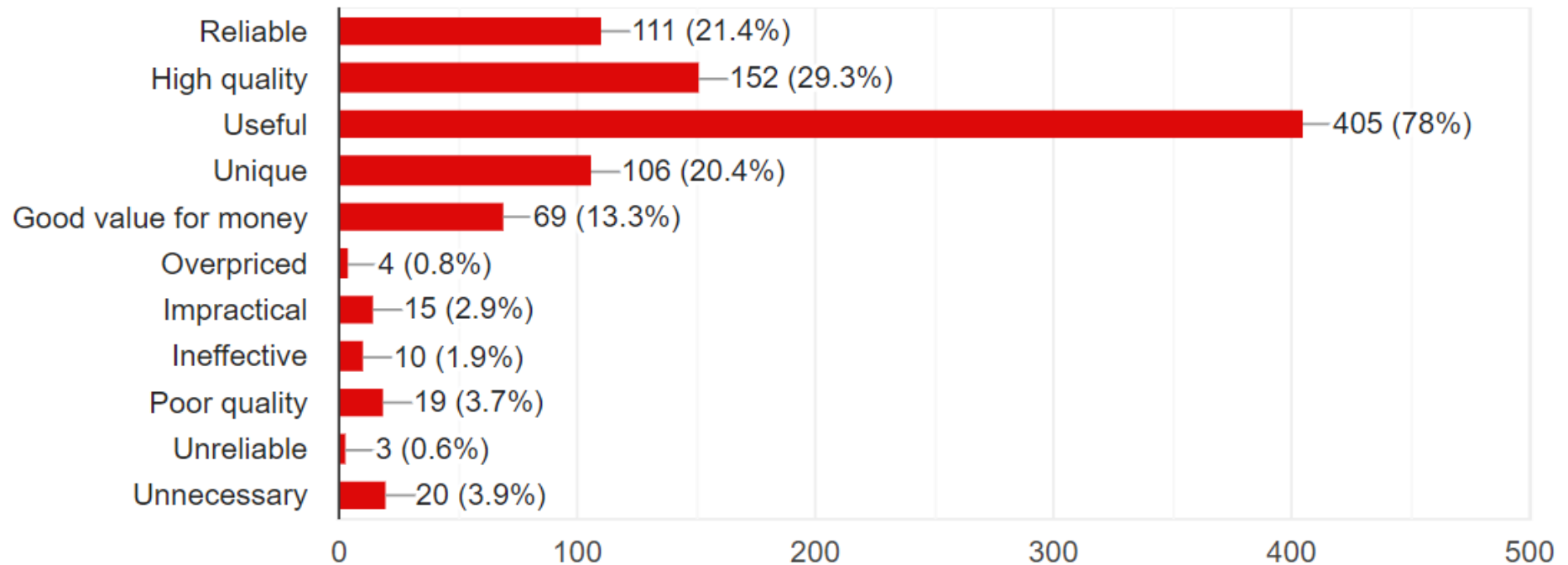


- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

# Results

Which of the following words would you use to describe your milestone gifts?  
all options that apply.

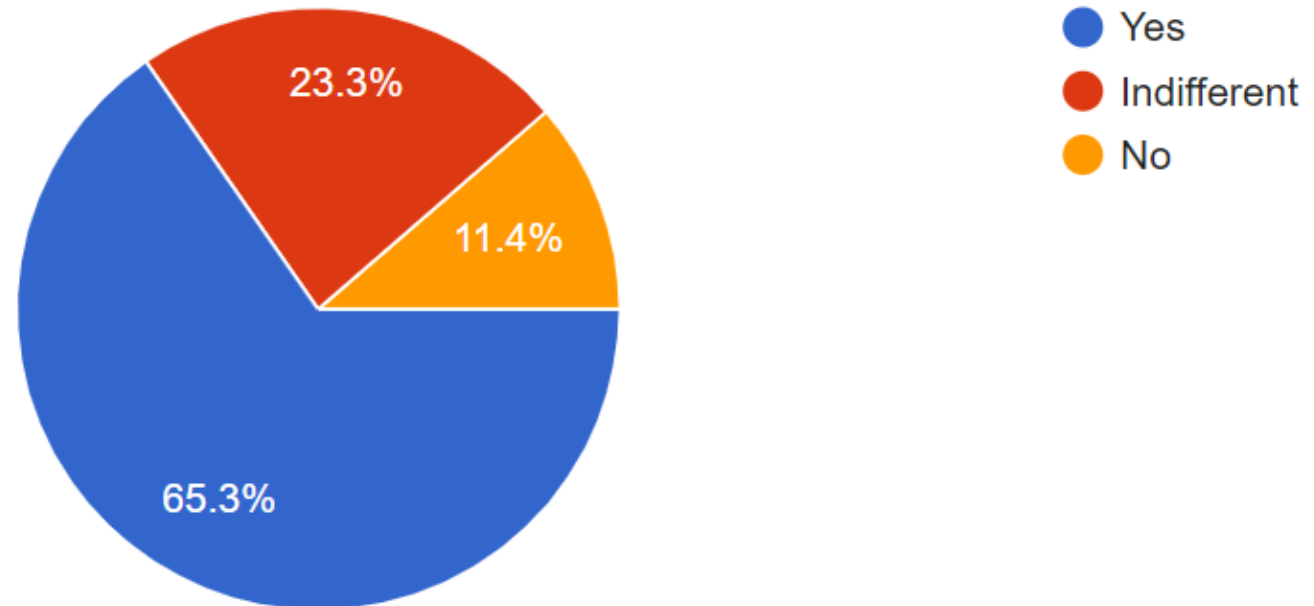
519 responses



# Results

Do you feel it is important to receive a milestone gift?

519 responses

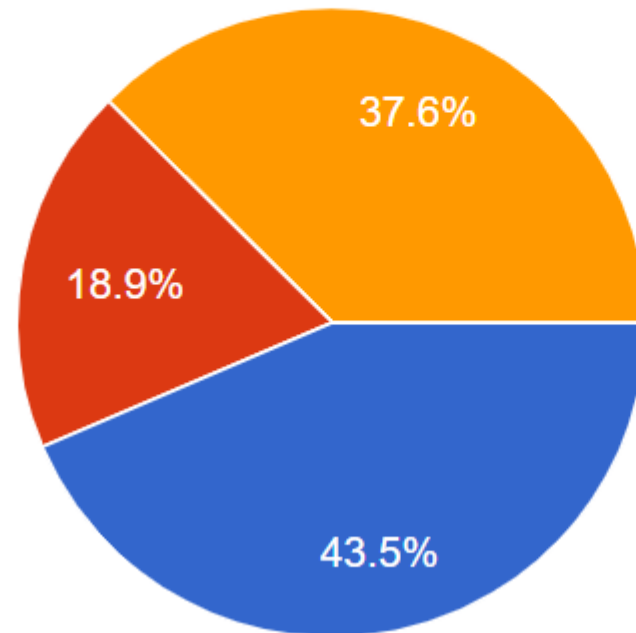




# Results

Do the milestone gifts encourage you to keep donating?

519 responses

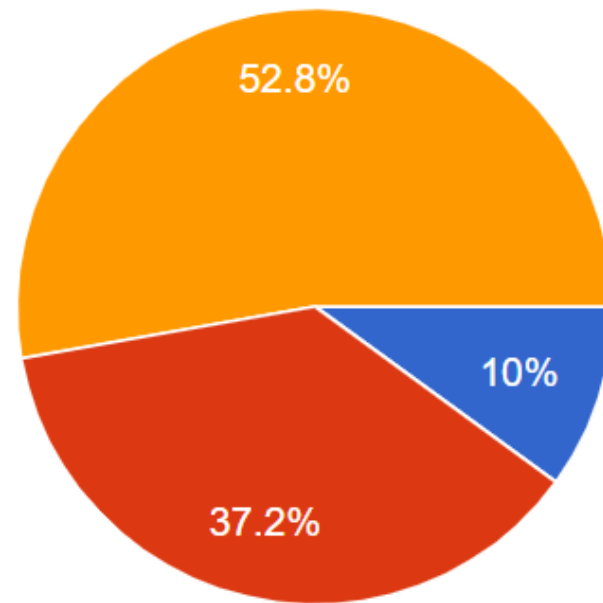


- Yes
- Sometimes
- No

# Results

Instead of a gift would you rather like to receive an item to commemorate your milestone, such as: a medal, trophy, framed certificate or pin?

519 responses

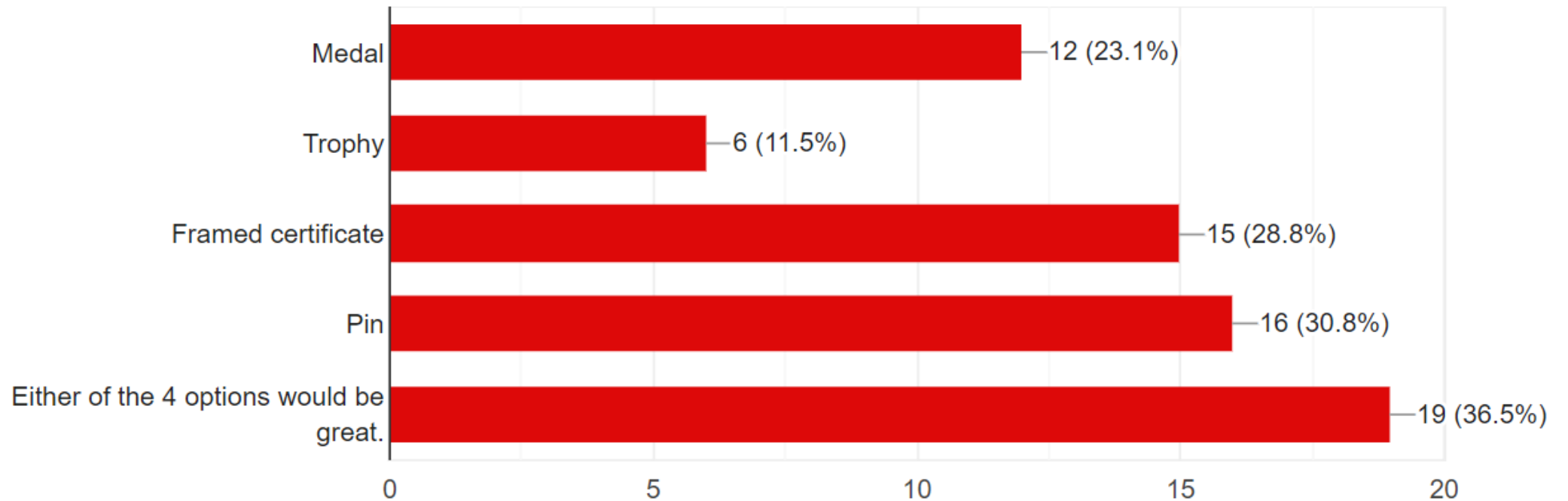


- Yes, that would be better.
- Indifferent, I'm happy either-or.
- No, I prefer the actual gift

# Results

Which of the following do you prefer?

52 responses

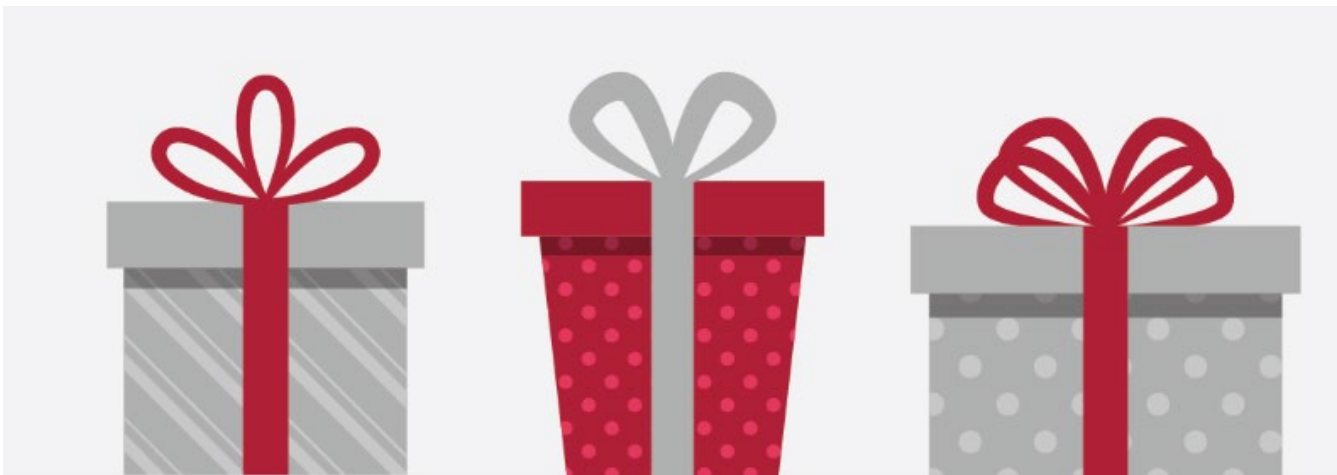






# Conclusion

- Donors like the gifts they receive
- Prefer gifts over a function or other items
- Gifts encourage marginal majority
- Feel it is important to receive gifts



# Recommendations

- Secondary study:
  - Would you stop donating if there were no gifts?
  - What would motivate you?
- Carol Boyes VS more practical gifts
- Monetary contribution to worthy cause

**Any Questions?**