



# **Faith Based Organizations as Blood Donors**

**Presented by:**

Health Ministries Association members

Linda Hall

and

Marion DePuit

**American Red Cross**

# Learning Objectives

- To *explore* the outreach and successes made with two different communities.
  - To *review* cultural perspectives that may inhibit blood donations.
  - To *understand* how to navigate faith based organizations.
  - To *learn* how to systemize blood drives and increase donors at faith based organizations.
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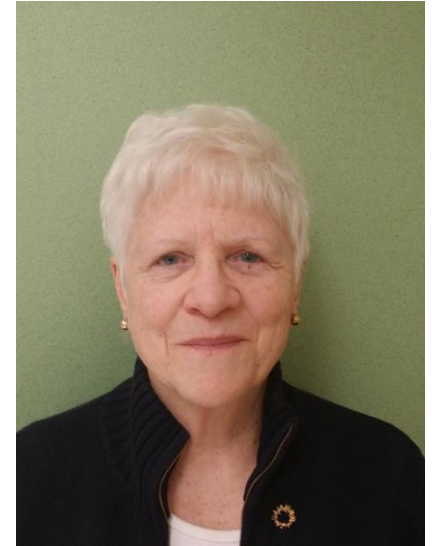
# Introducing our Panelist: Marion DePuit

- Correction to audio: Panelist is a Board Member to Health Ministries Association
- Leads several Faith-based Health Ministry groups, committees and associations
- Developed numerous programs focused on outreach to Faith Based Organizations
- Registered Nurse out of Northern California



# Introducing our Panelist: Linda Hall

- Extensive training and education background in the medical field
- Currently manages personal care cases
- Registered nurse out of Maryland



## **Marion's Outreach**

- Northern California
- Broad outreach with African American Christian Churches and work with interfaith network
- Urban / city

## **Linda's Outreach**

- Virginia / DC / Maryland (tri-state)
- Focused outreach within one church (Anglo-Saxon Episcopalian)
- Suburban

# History of AA Churches

- History - “Black Churches” created around 1758 and became well established social and political power bases as well as sources for spiritual fulfillment
- Present Day
  - Continues to be the center of African American communities
  - Individuals and families still gain guidance and knowledge about the world, society, politics, organizations
  - Strong adherence to what is learned at Church through leaders and peers

Why is this important?

# Church Culture

- Understanding a Church's culture shapes your approach
- Church Culture Defined by:
  - Vision
  - Philosophy
  - Language
  - Measurements
  - Values
  - Traditions
  - Systems
  - Behaviors
- Church Denomination also contributes to Culture
- A Church's culture is often described as “the way we do things” and is a sum of all experiences

# Navigating Churches

- Start by getting Leadership buy-in
- Ensure you have a partner / POC
- Work with POC to identify:
  - People/groups of influence
  - Barriers to success
  - Structures and sub-groups
- Make it a mutually beneficial relationship



# Systemize Blood Drives

- Cultivate → Plant → Water
- Plan ahead and be organized
- Manage your expectations and set goal
- Systematic asking should include:
  - Community assessments (what is the demographic, populations needs, access, history)
  - Ensuring you have parishioners' buy-in and involvement

# Broadening your Outreach

- Connect with Interfaith Councils and Associations
- Use your current POCs networks and counterparts
- Use different ministries as a forum to talk about donating blood
- Connect with Red Cross counterparts in different organizations (i.e. American Heart Association, Diabetes Association of America)

# Additional Tips

- Be culturally competent about their religion (example: playing secular music)
- Be flexible and have a good attitude
- Be compassionate
- Be consistent (POCs, procedures, processes)
- Make it easy for donors especially for donors with disabilities

## Additional Tips (continued added post session)

- Meet them where they are
- Lay aside what you think you know about that community
- Ensure that Red Cross blood drive workers reflect community you are serving
- Find your champions in the Church
- Get the Church leaders to donate first
- Testimonials from blood donation recipients
- Involve those who cannot donate in other ways
- Visit: [www.redcrossblood.org](http://www.redcrossblood.org)
- Download the Blood App (via iTunes)



Questions?