



Project Template

European Rotaract Information Center

Name of the project: Life is in Your Blood

Organizing club: Rotaract Club of Guzelyali, Rotaract Club of Kardzhali

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I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

It took a long time for the donation culture in the field of healthcare to develop around the world, and even today it has not been fully formed. In addition to a specific issue such as organ donation, even on a general issue such as blood donation, awareness and action are not seen at sufficient levels. Especially after the worldwide pandemic situation, the sensitivity rate on this issue has decreased significantly. Moreover, blood donation is only for organ transplantation etc. Not in moments, but in any routine surgery, in case of illness or traffic accident, being shot, etc. Something that is also necessary in emergency situations such as this is a problem that can happen to anyone among us or around us at any time, and is currently a problem that people are exposed to and suffer from every second. Therefore, we thought that this issue was worth considering and studying, and we wanted to take action and carry out studies on it.

2. OPPORTUNITIES

Even though the opportunities and benefits of this subject may seem limited at first glance, it affects many parts when looking at the big picture, since it is literally about the 'blood' that connects us to life.

The biggest impact of the first step begins with our ability to convey accurate information to the people we reach via social media as effectively as possible, with the social power that the name International Rotary gives.

Then, the blood donation movement, which we aim to start within ourselves and grow with a chain effect and set an example for people, is the part that will provide the most concrete benefit.

With these two main steps, the biggest gain of our project is that we will benefit people who are in need/may be in need in the future by making people aware of blood donation and taking action.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

Rtr. Işın ÖZGÜNEY & Rtr. Esin Buse OKAY - They jointly took part in the outline and preparation phase of the project, as well as organizing the in-club blood donation day, carrying out the donation transactions and following up the collaborating clubs.

Rtr. Gül Eda TOKSÖZ - In addition to the preparation stages of the project, Gül Eda Toksöz took part in the steps of ensuring communication with collaborative clubs, organizing

the clubs, and preparing and translating the project contents.

Rtr. Nehir ŞİMŞİR - Carried out the preparation of social media posts and execution of the campaigns of the project.

Rtr. Işinsu ÖZGÜNEY, Rtr. Esin Buse OKAY, Rtr. Gül Eda TOKSÖZ, Rtr. Ruti Ruth Politi, Rtr. Hascan D. DEDEOĞLU, Rtr. Nur Ceyda BEKTAŞ and 14 guest members from our club have donated blood on our donation day.

2. DESCRIPTION OF THE PROJECT

In fact, the blood donation project is a project that Güzelyalı Rotaract Club has been carrying out for many years. This year, we decided to carry out our project with collaborative clubs in order to make it more visible and increase its impact. For this reason, we first contacted our project partner, Kardzhali Rotaract Club, and then made agreements with other clubs participating in the project. First of all, we published a collaboration post with the 4 participating clubs on our clubs' Instagram accounts. In this post, there are information bubbles that briefly give detailed information such as who can donate blood and how, the benefits of blood donation, who can donate and how often. Then, each participating club organized a blood donation event within its own organization. While some clubs held this event with their own members, guests and acquaintances, some clubs organized an event open to the public and this is how we completed the second and last step of the project.

3. GOALS OF THE PROJECT

The main goal of our project, as we mentioned in its opportunities and benefits, was to initiate a society-wide awareness movement about blood donation, which people actually need very much every day, but unfortunately the support they can reach is very low. And we wanted to ensure that people who want to benefit can take action on the issue by being inspired by or participating in our blood donation activities. Thus, people who gain the spiritual feeling of being able to benefit a person in need will take a step towards eliminating the deficiency in blood donation by ensuring the continuity of this.

4. TARGET AUDIENCE

The target audience of the project includes literally everyone from 7 to 70.

Because blood donation, is a thing that exists in everyone's life regardless of their religion-language-race-gender etc. Therefore, it would not be correct to specify a clear target audience with a single scope for this project. Our project aims to benefit everyone who needs/may need it.

5. ACTION PLAN & TIME FRAME

October / Identify the project's steps clearly.

November / Establish contact with Rotaract Club of Kardzhali and complete the agreement for project cooperation.

December-January /Communicating with Rotaract clubs that would like to participate in the project.

January / Prepare the content of the collaboration post to be published on social media, complete the translations and share.

From November to April / Blood donation events and educational workshops on the importance of blood and stem cell donations were conducted by all participating clubs.

Brief description of each step

Identifying The Project Steps: At this stage, the steps/activities/shares to be carried out in the project are discussed and the outlines of the project are determined with the steps that will be most accurate in line with our final goal.

Cooperation With Rotaract Club of Kardzhali: On purpose with our desire to realize a project together with the Rotaract Club of Kardzhali, which we had previously discussed, we presented our offer to them by explaining our project, its purpose and steps. We made the necessary consultations and reached an agreement to complete the project in a healthy and optimal manner.

Agreement With Other Clubs: In order to expand the scope of our project and have the opportunity to benefit more people, we researched the clubs with which we could share our desire for cooperation, and we made agreements with the clubs that said they could participate and realize the project.

Social Media Posts: We collected the necessary pill information to carry out social media awareness sharing, which is the first step of our project. We filtered them to give the correct outputs. Then, the same outputs were translated into English. Finally, all this information, texts and images were made ready for sharing and collaboration was shared with the participating clubs on our Instagram account.

Blood Donation Event and Educational Workshops: After the announcements and informative posts made on our Instagram accounts, each participating club organized a blood donation event within its own organization. While some clubs held these events exclusively for their own members, guests, and other free participants, others opened their events to the general public. In addition to the blood donation events, educational workshops were conducted to highlight the importance of both blood and stem cell donations. These workshops aimed to educate attendees about the critical impact their donations can have on saving lives and supporting medical treatments.

With these activities, we've successfully completed our project.

6. RESOURCES

In general, there is no expenditure made by us for this project. Using the Canva program for social media sharing, which was the first step, we completed the designs with our IT services committee chairman and made them ready for sharing. This is a step that depends on the initiative of the clubs that will implement the project. Those who wish can complete their sharing preparations by using different programs. In the second step, the blood donation event, no fee is charged for donating blood in our country and Bulgaria. Therefore, we did not make any payment at this step. However, Rotaract Club of ICBT, one of our participating clubs, organized the donation event by finding a sponsor with their own efforts, as they requested to cover the cost of the kits to be used in blood donation in their country, Sri Lanka. Therefore, the pricing/resource requirement at this step depends entirely on the rules in force of the country/the institution to be donated .

7. BUDGET

There were no additional expenses incurred by the organizing clubs in this step.

Also Rotaract Club of Medicrew did not stated to us any additional expenses.

Rotaract Club of ICBT provided the kits to be used during donation through a sponsor, due to the rules in force in their country.

The estimated price of these kits (for total, approximately): 60-65 Euros

8. ORGANIZERS OF THE PROJECT

Rotaract Club of Guzelyali: Rtr. Işınsu ÖZGÜNEY

Rtr. Gül Eda TOKSÖZ

Rtr. Esin Buse OKAY

Rtr. Nehir ŞİMŞİR

Rotaract Club of Kardzhali: Rtr. Arkan ABDURRAHMAN

9. PARTICIPANTS

Yes, we had two more participant clubs in this project.

-Rotaract Club of Medicrew / India

-Rotaract Club of ICBT / Sri Lanka

All participating clubs were really easy to work with and get along with.

Everyone acted very collaboratively throughout the project.

We had an enjoyable process all together, and we have shared the same goals from beginning to end.

10. SPONSORSHIP

During the project, only one of the participating clubs, the Rotaract Club of ICBT, had to incur any expenses. The club covered the costs of the kits to be used during blood donation and they did this through a sponsor they found.

Sponsor: National Blood Donation Bank

Financial Support: 65 Euros

11. MEDIA COVERAGE

We did not share any paid social media or advertising in our project. A collaboration post was shared only on our clubs' own Instagram accounts.

Link of the social media post:
<https://www.instagram.com/p/C2QScwkretk/?igsh=MXQ3bnF6Nzdla2Q1NQ==>

Local press news

<https://www.egetelgraf.com/rotary-ve-rotaract-kulubunden-losemi-icin-farkindalik-yuruyusu>

III. RESULTS

1. RESULTS AND OVERVIEW

In order to fully understand the results we obtained in this project, it is necessary to examine the long-term outputs. However, since we wrote and implemented the project, dozens, perhaps hundreds of people have donated blood. And this donated blood is stored in blood banks to be used for the benefit of the person in need in case of possible

need. Even the thought that the donations here can benefit someone in need, whether 1 month later or 2 years later, fuels our desire to continue our project for years to come.

2. ADVICES

The priority area that needs to be taken into consideration in this project is definitely it must be ensured that the relevant information is conveyed accurately and cleanly. Because what we want to do here is not to persuade people to participate in a one-time event, but to ensure the continuity of this movement by raising people's awareness on this issue, which is of critical vital importance. Secondly, to ensure the transparency and reliability of the institutions and organizations we cooperate with in the eyes of the public. This issue has a very important place in social consciousness. And finally, good organization within the club is important on a project basis. Because unless we work with sufficient care and dedication, it will not be possible to get the results we want and have the effects we want, no matter how good the outline of the project is.

3. SUSTAINABILITY

Even though there are some changes in the details and participants of this project, it is a project that we, as Güzelyalı, have been continuing for many years. Therefore, we do not have any concerns about the continuity of the project. We have no doubt that our project will continue for many years after us, with the reliability of both the team we are currently carrying out the project with and the future teams to whom we have simultaneously transferred the necessary transfers to take over these projects after us. In addition, this project is a project that does not have very high levels of difficulty and can be maintained with sufficient dedication + attention. Therefore, our teams will have no difficulty in continuing this project in the future, with our support at all times.