

**HELP SAVE YOUR
NEIGHBOUR'S
LIFE**



NHS

Blood and Transplant

**WHILE
GOING ABOUT
YOURS**



#ImThere

**Information pack for
partner churches**

We urgently need 40,000 new black donors

Thank you for agreeing to help create a nation of lifesavers by encouraging your church members to give blood.

Background information

Why do we need more black donors to give blood?

People from the same ethnic backgrounds often share the same blood types, so recruiting more black donors helps us collect enough of each blood group. Around 3.5% of the population in England is black, but only 1% of blood donors are black.

Why is the need for black donors so urgent?

There is an urgent need for more blood to treat sickle cell patients. Sickle cell disease is the most common and fastest growing genetic blood disorder in England and the UK.

Black people are more likely to have conditions such as sickle cell disease, a painful condition affecting the blood and various organs within the body. Medical advances help patients live longer but more blood transfusions are being given than ever before.

To get the best treatment, patients with sickle cell disease who are dependent on regular blood transfusions, rely on blood which is closely matched to their own. This is most likely to come from a donor of the same ethnicity.

How many people have sickle cell disease?

In total 15,000 people in the UK have sickle cell disease and over 300 babies are born each year with the condition.

How many blood donors of black heritage are there?

We currently have around 10,000 black donors giving 15,000 blood donations a year. They are making a fantastic difference to the treatment of black patients but we need 40,000 more black donors to join these lifesavers. Your help with our campaign is so essential.

How you can get involved

This campaign is an exciting opportunity for all the black churches in the UK to get involved.

When you give blood you can save someone's life while going about yours. All you need to do is give blood, and you'll be right there, helping someone when they need it.

We need to recruit 40,000 new black donors, and we believe black churches can help us to reach this total.

Christians are commissioned to heal, motivated by compassion and mercy. By giving blood we can save and improve the lives of many people.

To help us stop the pain experienced by black patients with sickle cell disease, please:

- pledge your church to sign up 50, 75, 100 or more church members as blood donors
- have a blood donation themed service, delivering a talk on the importance of giving blood, using our free sermon resources available at: <https://www.nhsbt.nhs.uk/help-save-your-neighbours-life/>
- consider offering your premises as a venue for quarterly mobile blood donation sessions run by NHS Blood and Transplant
- invite NHS Blood and Transplant to set up a promotional stall at your events
- share our 'Help Save Your Neighbour's Life' campaign messages on your church's social media accounts



Encouragement from the New Testament

Mark 5:27-29: "When she heard about Jesus, she came up behind him in the crowd and touched his cloak, because she thought, 'If I just touch his clothes, I will be healed.' Immediately her bleeding stopped and she felt in her body that she was freed from her suffering."

John 13:34-35: "A new command I give you: Love one another. As I have loved you, so you must love one another. By this everyone will know that you are my disciples, if you love one another."

Other ways we can work together

Joining our campaign is a chance for you to really make a difference and save lives. In only one hour, each person can save or improve up to three lives by giving blood. Many churches decide to develop a long-term relationship with us.

Your church can:

- host recruitment events at your church so your congregation can register and book an appointment to give blood
- allow us to coordinate group bookings so your church members can donate together at a local session
- include more of our key messages regularly in your newsletters
- support this campaign on your social media channels #ImThere
- support publicity opportunities by giving local media outlets stories of donating or receiving blood

We can:

- Provide t-shirts, articles, press release templates, promotional posters, leaflets and digital assets for your internet pages, newsletter or website – all downloadable at <https://www.nhsbt.nhs.uk/help-save-your-neighbours-life/>



**HELP
SAVE YOUR
NEIGHBOUR'S
LIFE**

**WHILE
GOING ABOUT
YOURS**



 **Save a life
Give blood**
Register at [blood.co.uk](https://www.blood.co.uk)

Ideas to help get you started

• Follow us:

-  GiveBloodNHS
-  GiveBloodNHS
-  @GiveBloodNHS
-  NHSGiveBlood

Donate together

Make a date to donate with friends, family or a group from church. Choose one of our donor centres or a local session and book your appointments.

Make some noise

Whether you're on Facebook, Twitter, Instagram, WhatsApp, or Snapchat, be an influencer for blood donation and share our NHSBT posts.

Give a sermon

Tell your church about blood donation by having a blood donation-themed service using our free resources.

News

Keep others up to date with an article in your newsletters, magazines or in local media. You can download a template press release to send out to your local paper.



**Save a life
Give blood**

Know Your Type

We can attend your church events and run a 'Know Your Group' event, where we can tell people their blood groups.

Spread the word

We can provide all the resources you need to run awareness days at your church and involve your community.

Want to do something a bit different?

Tailored blood donation activities

We are keen to explore opportunities for tailored activities. We can work with you to generate creative ideas, ensuring they stand out and create a buzz around your blood donation activity.

Get involved in national blood donation campaigns

You can help us maximise the 'media noise' by contacting the media in your area or by letting us know about any local activities you are doing, for example during National Blood Week. Our press team can provide you with statistics and messages to ensure consistency. You can also share your own stories of donation in the media. A guide to a variety of digital marketing resources, including a template press release, is available online at: <https://www.nhsbt.nhs.uk/help-save-your-neighbours-life/>

Has someone in your church got a great story to tell?

If church members have a personal story they would like to share, via radio, TV and press interviews, they can contact us and we shall pass on their details to our press team.

We look forward to hearing from you at
Giveyourneighbour.Agift@nhsbt.nhs.uk
Just get in touch!



Saying thank you

All activity from partner churches will be tracked so we can feedback to you after the campaign about the registrations and social media activity that your support helped us achieve.

Representatives of churches that achieve their pledges (to sign up 50, 75, 100 or more people as blood donors) will be invited to a special thank you event .

Previous campaigns have had a significant impact on blood donor registrations. **46** partners supported our International Missing Type campaign in 2016, reaching an audience of **over 13 million people** and contributing to **23,864 new blood donor registrations** overall.

**Thank you for your support
'Help Save Your Neighbours Life'**



Faith Child
Christian Rap Artist

"I am a strong believer in being the hands and feet of Jesus whilst here on earth, and what better way is there than to be a help for someone in their time of need. Similar to that of Jesus' blood, our blood too can save a life. Give blood today and let's make a difference."



Donna Akodu
Worship Leader

"I've become a blood donor because to love is a verb, love propelled me to do something. And this is just my small act of LOVE."

Organ donors save lives



Blood and Transplant



Although some black patients are able to receive a transplant from a white donor, for many the best match will come from a black donor.



Generally, black patients wait significantly longer for a transplant than white patients.



You could help improve the chances of black patients getting the transplant they need by signing up to the NHS Organ Donor Register and by talking to your family, and other people important to you, about what you want.



As an organ donor you could save or improve up to nine lives and transform the lives of even more by donating tissue.

visit organdonation.nhs.uk
or call 0300 123 23 23

Join us

   nhsorgandonor



Yes I donate
ORGAN DONATION