

Campaign in a Box Event Guide for Volunteers

2024-03-26

Internal (I)

Campaign in a Box

Campaign in a Box is a set of Stem Cell Registration kits that include buccal swabs, labels and instructions that registrants can follow to complete the registration at home on their own time, if preferred. These kits can be given to partners to have them distribute to individuals for them to mail back to Canadian Blood Services. A Campaign in a Box is also great to have on hand during other awareness and recruitment events, to give to those who are unable to sign up to donate blood or plasma but are still interested in being part of Canada's Lifeline. You can also set up an event like that of a regular Stem Cell Registry Awareness event, but in this case, registrants have the freedom to either register and swab on site or take their kit home with them to mail back.

No matter which way you choose to take advantage of Campaign in a Box, your partners and volunteers will need to understand the basics of stem cells and the registry and swabbing process so that they can assist potential registrants with any questions they might have. This document outlines things to consider when planning an event, volunteer training, the optimal set up, event execution, and troubleshooting problems.

Activity Planning & Preparation Considerations

VENUE CONSIDERATIONS

- Location & demographics
- Size/Square footage
- Tables and chairs
- Cost
- Accessibility
- Availability
- Contract & Insurance
- Promotion limitations (roving, advertisement, etc.)
- Wi-Fi/LTE connectivity

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SUPPLIES & EQUIPMENT

Swabbing	Recruitment	General
<ul style="list-style-type: none">• Stem Cell Registry Information for New Registrants (Required languages)• Campaign in a Box kits (includes cardboard swab kit with 4 swabs, barcode labels, return envelope and an instruction sheet)	<ul style="list-style-type: none">• Branded tablecloth• Banners• Tabletop Banners• Infographics/Tabletop mats/info sheets• Multiproduct info (nearby donation events, etc.)• Swag• Volunteer T-Shirts• Games/Draws	<ul style="list-style-type: none">• Hand sanitizer• Disinfectant wipes• Paper and pen• Charge cords• Business cards• Garbage bags• Packing tape

VOLUNTEER TRAINING

Stem Cell volunteers should be onboarded through the Volunteer Onboarding and Training process and have attended the information session. At minimum, stem cell volunteers working with a Campaign in a Box should complete the Stem Cell Recruitment Awareness eLearning module as well as the Stem Cell Campaign in a Box eLearning module, all which are located [here](#), as well as through Better Impact. Community Development Managers or lead volunteers should have available paper copies the modules for volunteers who were not able to take the training beforehand. Volunteers must be trained before the event begins.

SAFETY

- Dress appropriately for the weather.
 - For outdoor venues, remember to wear sunscreen and drink plenty of water (summer).
 - Always wear closed-toed shoes.
- Keep valuables at home or secured.
- Don't use headphones or earbuds.
- Minimum of 2 volunteers.
 - Roving volunteers should stay in pairs when possible.
- Be aware of your surroundings.
- Keep personal information off the table and away from public view.
- If you feel unsafe, move to a secure area and contact security/police.

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SOCIAL MEDIA

If volunteers will be creating their own content using social media to recruit or create awareness for an event, please consider the following:

- Photos and videos perform better than branded social tiles.
- Users like to engage and connect with stories.
- Ensure your photo or video has good lighting and is clear.
- Capture “action” photos (i.e., someone who is swabbing).
- Ask before taking photos and videos.
- Amplify the message – ask followers to share.
- Informative series content (i.e., the registration process).
- Tag and hashtag back to national or local accounts.
- Ensure only current branding is used.

HOW TO ORDER A BOX

Let your Community Development Manager know when your event will take place and how many kits you would like to order. It is recommended that Campaign in a Box kits be ordered **at least 10 business days** before your event, as it may take that long for it to arrive, especially during busy seasons.

Event Execution

EVENT SET UP

If this kit is being used as part of a general Awareness and Recruitment event, you may consider adding an additional table for those who would prefer to register and swab on site or as a designated station for stem cell recruitment. Ensure at least a couple of volunteers are trained to the stem cell training to be able to recognize potential registrants and help with questions regarding registering and swabbing.

If you are planning a stand-alone Campaign in a Box event only two stations are needed:

- **First station: Information.** This is where a potential registrant will talk with a CBS representative about stem cells, the registry and information on how to sign up.
- **Second station: Registration & Swabbing.** Registrants will sit down to complete the electronic registration process and the cheek swab by following the directions on the information sheet that comes with their kit. Volunteers only need to help out with any questions or troubleshooting problems that a registrant might have.

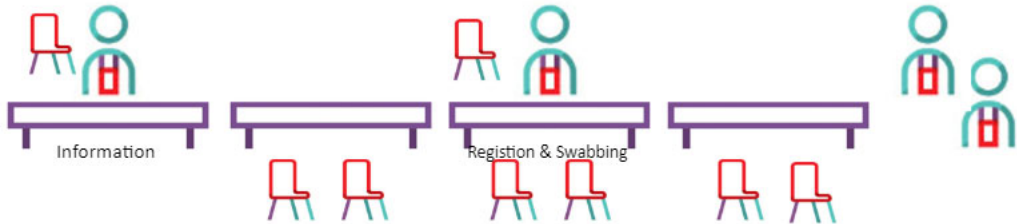
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ROLES & RESPONSIBILITIES

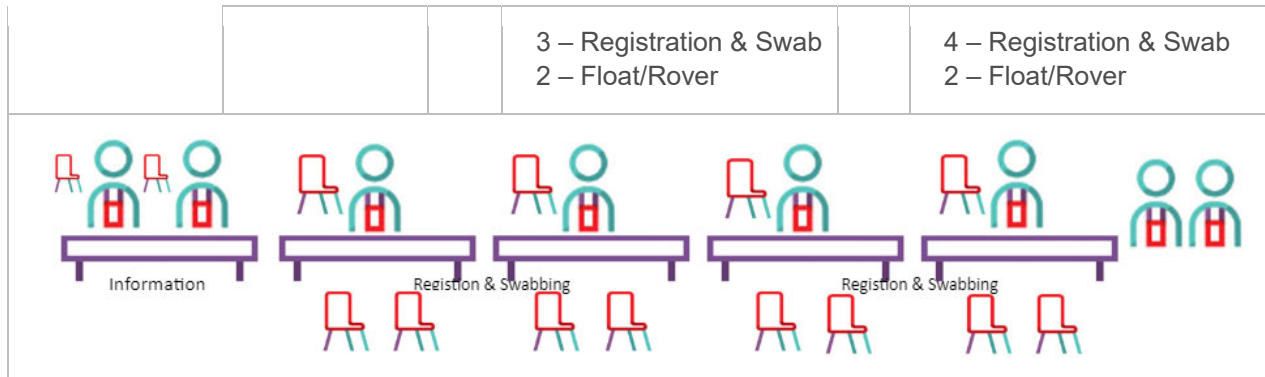
- **Rovers:** These volunteers are responsible for getting people to the event. They need to understand what stem cells are, how they are collected, and what is involved with joining the registry. They should be outgoing and comfortable approaching people. Rovers should travel in pairs when possible. Some venues may not allow rovers.
- **Information:** Similar to the rovers, these volunteers need to understand the ins and outs of the registration process so it can be explained to the potential registrants. They need to ensure the registrants understand and consent to what is involved with being on the Registry. They should be comfortable reaching out to passersby to get them to come to the table. There needs to be at least one person at this station, as they can address a crowd, although it is helpful to have a second person who can take time with potential registrants who have more questions.
- **Registration & Swabbing:** The volunteers working at this station will need to be familiar with how the online registration process works and be able to troubleshoot minor issues. Major issues should be escalated to the National Contact Centre. They also need to be familiar with the swabbing process and ensure the check swab is being done correctly.
- **Float:** These volunteers can be assigned where needed based on the number of registrants at the event.

RECOMMENDED LAYOUT FOR A SUCCESSFUL EVENT

Expected Registrants	Resources	Minimum		Ideal	
0 - 50	Tables	3		4	
	Chairs	6		8	
	Volunteers	3	1 – Information 1 – Registration & Swab 1 – Float/Rover	4	1 – Information 1 – Registration & Swab 2 – Float/Rover
					
50 – 100	Tables	4		5	
	Chairs	11		14	
	Volunteers	7	2 – Information	8	2 – Information

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Quick Reference Guide

KEY POINTS ABOUT STEM CELLS

- Blood stem cells are immature cells that can develop into red blood cells, white blood cells and platelets.
- A stem cell transplant is often the last course of treatment for a patient.
- Over 80 conditions can be treated with stem cells, including blood disorders, genetic conditions, immune system disorders, lymphomas, myelomas and leukemias.
- Stem cells can be collected through peripheral blood, bone marrow and umbilical cord blood.
- Peripheral stem cells are collected in hospital in a way that is similar to donating blood. This is the preferred method of collection.
- Bone marrow is collected from the back of the pelvic bones and is performed under general anesthetic. This is done about 10% of the time, usually for small children.
- Cord blood is collected from the umbilical cord and placenta after the safe delivery of a baby.
- Less than 25% of patients will find a match within their family.
- Matches are more likely to occur with donors who share the patient's ethnic background.

THE OPTIMAL DONOR

- Willing to help any patient, anywhere in the world,
- Willing to donate either through peripheral blood or bone marrow, and
- Are between the ages of 17 and 35.
- All potential donors must be asked if they are:
 - Between the ages of 17 and 35.
 - In general good health.
 - Willing to help all patients in need.
 - Willing to provide a tissue sample using a cheek swab.

PRIVACY

- Never email personal information.
- Never include personal information on reports.
- Never record personal information other than in webforms on blood.ca.
- Do not repeat any of the information discussed during recruitment, even to the prospective donor should you encounter them later.

TROUBLESHOOTING

What do I do if:

The registrant asks what the Event Code is during the e-registration process?

- Campaign in a Box events do not have an event code associated with them. The registrant will check off “No” to the “Are you registering at an event with an event code?” question during e-registration.

The registrant is already on the Stem Cell Registry?

- Have them update their profile. No other action is required.

The bar code is linked to another registration?

- The registrant will need a new swabbing kit. Discard the old one.

The registrant is not eligible to join the Stem Cell Registry?

- Have the registrant return the bar code labels and thank them. Inform them about other opportunities to be part of Canada’s Lifeline.

The registrant decides to cancel their registration?

- Discard the swabbing kit. Inform them about other opportunities to be part of Canada’s Lifeline.

There are issues with the registration process?

- Occasionally, a poor Wi-Fi connection will cause issues during the e-Registration process if the registrant is connected to the local Wi-Fi. Suggest to the user they turn off the Wi-Fi (if possible) to see if that resolves the issue. If it does not, the registrant can call 1 888 2DONATE (1-888-236-6283).
- For any other issues during the registration process, call 1 888 2DONATE (1-888-236-6283)

There are extra swabbing kits leftover after an event?

- Extra kits can be saved for the next event, given to eligible friends or family, or discarded if they are no longer needed.

KEY THINGS TO REMEMBER WHILE SWABBING

- All four swabs need to be labeled.

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- All swabs need to be fully inserted into the cardboard holder and the cardboard holder must be inserted with the open end down.
- Do not put the extra bar code labels in the envelope.
- Make sure the registrant is swabbing properly by brushing the cheek for 20-30 seconds, using the same force as you would brushing your teeth. They should not be sucking, swirling or gently rubbing the swab.
- Don't touch the end of the swab and don't let it touch any surfaces.