

## **MANAGEMENT BY OBJECTIVES PLAN**

**Organization:** Sanduguan

**Goal 1 -- To establish a group centred on the blood donation advocacy among students at Silliman University.**

Objective 1-- To establish a group for blood donors and volunteers

Strategy 1: To increase communications and media coverage.

Tactic 1-- Launch Online-based Recruitment

Brief Description: Recruitment materials will be posted in the different social media accounts of the organization. All registration forms will be done through online means like google forms and more. This helps in discriminating information to a wider scope of people.

Target publics: All interested Silliman Students.

Timetable: Initial preparation and Recruitment in October 2020.

Cost: None

Tactic 2-- To coordinate with related organizations and the student government.

Brief Description: In order to reach more people who would be willing to join ps in discriminating information to a wider scope of people. Invites will be sent to various leaders of the organizations and relayed to their members.

Target publics: Student organizations and their members in Silliman.

Timetable: The whole month of October

Cost: None

Objective 2-- To provide an avenue for students to contribute to blood donation advocacy.

Strategy 1-- To be able to create and participate in related programs.

Tactic 1-- Committee and subcommittee formation

Brief Description: Student members will be divided into different committees that will be assigned to specific

functions of the organization. In these divisions, they can better formulate ideas according to the task assigned to them.

Timetable: Second Week of September 2020.

Cost: None

#### Tactic 2-- General Brainstorming Assembly

Brief Description: Student members would be encouraged to pitch an idea for any activity or methods related to advocating blood donation to fellow students as well as their own communities.

Target Members: All student members and other recommendations from partner organizations as well as outside connections.

Timetable: Third week of September 2020

Cost: None

### **Goal 2-- To lead the educational drive about blood donation.**

Objective 1-- Educate, motivate and recruit new blood donors.

Strategy 1: Conduct an online awareness programs.

Tactic 1 -- Creating social media pages as the primary platform for sharing

Description: Social media is the best platform for sharing information especially with the restriction that comes with the current situation of the pandemic. Social networking sites that will be utilized includes Get a Professor, Facebook, Twitter and Instagram. The creation of these social media platforms will not only reach other Sillimanian students but other people as well.

Target Members: Founders of the Organization

Timetable: Last week of September 2020.

Cost: None

Tactic 2-- Launch a series of infographics about the importance of blood donation in various social media.

Brief Description: This online campaign will showcase helpful gathered health information that showcases what Blood Donation is all about. Students members can share these to others through online dissemination.

Target Publics: All Sillimanian students as well as other people in the online community who would be interested in the Blood Donation Advocacy.

Time Table: One post per week for the whole month of October 2020

Cost: None

**Objective 2: To encourage many more people to become blood donors as well.**

Strategy 1: To fight the stigma and misconceptions of Blood Donation

Tactic 1-- Ask an Expert About Blood Donation Webinar

Description: There are a lot of misconceptions and stigma placed on the act of blood donation. Students and other people can ask questions about blood donation and the assigned members will help ask the expert and publish the answers through creative pubmats. Licensed medical technologists and pathologists will be tapped in conducting this webinar to share legitimate information about Blood Donation.

Target publics: Social media users

Timetable: November 2020

Cost: None.

Tactic 2: Blood Donation Forum Sharing

Description: This activity will help people express their thoughts about the advocacy. It will be an open space for people to increase the discussion about blood donation especially among many people.

Target publics: Social media users

Timetable: November 2020

Cost: None.

Tactic 3: Provide sessions and seminars for blood donors.

Brief Description: Conduct a seminar for potential blood donors about what to do before, during and after blood collection in order to ensure that their safety is the first priority.

Target Publics: Blood Donors

Timetable: November 2020

Cost: None

Tactic 4: Invite individuals who are living proof of what voluntary blood donation can do.

Brief Description: Invite people who have given a second chance of life because of voluntary blood donation in an organized program to give their testimonies and appreciation to those who voluntarily donate blood. This is also an avenue where blood donors are appreciated, recognized and acknowledged in their contribution to the society.

Target publics: Everyone who have access and means to join the program

Timetable: November 2020

Cost: None

**Goal 3-- To help initiate blood drives and push for creating community-based blood banking systems.**

Objective -- To initiate the recommendation of a community-based blood donation campaign.

Strategy 2: Creation of a Recommendation Statement

Tactic 1-- Document-based Recommendations

Description: A short document analysis is conducted to come up with a sound recommendation statement for encouraging local governments to initiate their own community based blood donation campaign.

Target Members: All volunteer participants from the Organization.

Timetable: Entire months of November and December 2020.

Cost: None

Tactic 2: Coordinate with professionals and school organizations.

Brief Description: Conduct an online survey to assess the opinions of students about blood donation campaigns in their localities. This survey will also be used to gather feedback regarding the campaign for community-based campaigns for the matter of Blood Donation.

Target publics: All interested students of Silliman University.

Timetable: November 2020

Cost: None

Tactic 3: Invite licensed medical technologists and pathologists to provide verified information.

Brief Description: Licensed professionals in the field related to advocacy will be asked to give their recommendations and suggestions to the plan of asking communities to conduct campaigns.

Target publics: Licensed medical technologists and pathologists

Timetable: November 2020

Objective 2-- To eliminate paid blood donation and dependency on family and directed donation.

Strategy 1: Organize a pledging program for advocating volunteer blood donation against solicited blood donations.

Tactic 1-- Online Campaign about the advantages of Volunteer Blood Donation Versus the disadvantages of Solicited Blood Donation

Brief Description: This provides an avenue to shed light on the problem of solicitation of blood donations. It also gives emphasis to the importance of blood donation done through Volunteerism. It will be done through online posted quizzes

that challenges the knowledge of the public in line with this advocacy.

Target publics: Social media users

Timetable: December 2020

Cost: None.

Tactic 2-- Online Pledge for upholding Volunteer Blood Donation.

Description: In line with the advocacy of providing blood and blood products for all, members will convince more people to go the route of volunteer blood donations. It is done through a change of Facebook frame to show that they support the stand.

Target publics: Social media users

Timetable: December 2020

Cost: None.