

6.3. DONOR MOTIVATION

Implementation of non-remunerated blood donation has been introduced in most countries



Meter: Pitney Bowes, DM

Meter: Pitney Bowes, C/CVCS

In countries which do not have or did not have a voluntary system of blood donation, opening a family blood bank account was one way of acquiring credit with the blood bank

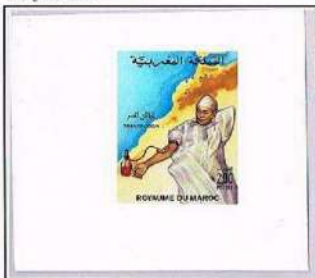


Whether it is a fictitious TV character portrayed by actor Tony Hancock...



...or Presidential donors such as William Tolbert...

Printers presentation card with integrated proof for final approval before printing stamps.



...or well known film stars such as Pu cuxin



voluntary blood donation

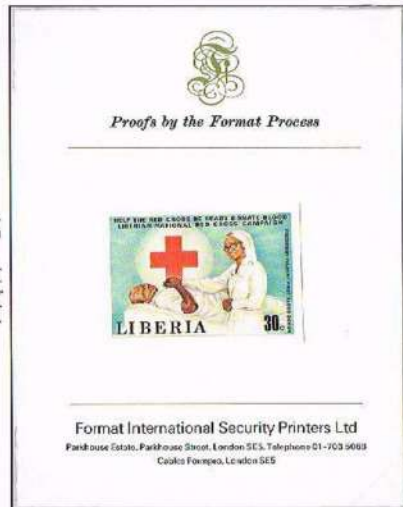


Cost free blood is dependant on voluntary blood donors

Give your blood voluntarily to save a life (translated from Croatian)



With a voluntary blood donation system leading by example is an important form of motivation



Format International Security Printers Ltd
Parkhouse Estate, Parkhouse Street, London SE3, Telephone 01-703 9603
Cooks Forepeck, London SE5

6.3. DONOR MOTIVATION

Rewards for voluntary blood donors are few

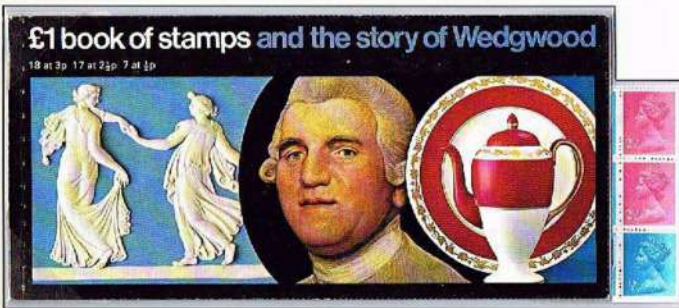


Rewards are usually given to donors who donate blood repeatedly over many year and take a form of a medal or certificate of participation

Polish blood donors medal of distinction



following 100 donations, the UK National Blood Transfusion Service awards the donor with a Wedgwood plate



2nd Central Celebration for outstanding blood donors



Scan of part of stamp sheetlet within booklet, showing position of Machin 'tip left side phosphor band variety

Meter: Pitney Bowes 1980, 6500 series



...but the donor is always appreciated



6.3. DONOR MOTIVATION

Education is a vital part of blood donor motivation...

education



Enlarged section 84



Meter: Francotyp-Postalia, EF5300



...either through traditional methods or via the modern medium of the internet (www.spende-blut.com). The role of the International Society of Blood Transfusion (ISBT) is also essential in education.

International & National workshops are held on blood donor motivation



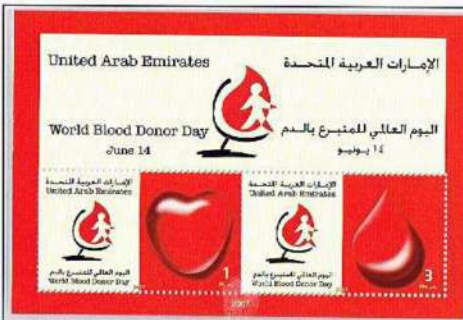
These were held on various dates in each country.



National donor days were initiated to motivate the general public to donate blood.



In 2004 the first World Blood Donor Day was held on June 14th, Landsteiner's birthday, and was established as an annual event by the WHO



and sometimes a donor fortnight



inverted town die



6.4. BLOOD DONOR APPEALS

important messages for donors

Appeals for blood donors carry different messages but they must be effective.

The idea that blood donation is about people helping people is often illustrated



Meter: Frama, specimen meter cancellation honoring Michele De Lorenzo, author of AICAM catalog on blood donor meter cancellations, the final cancellation is unlikely to have been used to cancel mail



The religious aspect of benefiting others led to the construction of a temple dedicated International Blood Donors, and inaugurated and consecrated by the Bishop of Padua in 1979.

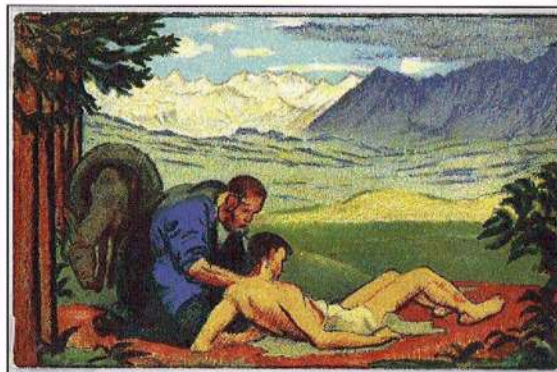


It is this symbolic idea that is adopted as the badge of blood donation by several countries.



Meter: Francotyp-Postalia RB1.7, jetmail

It is a modern version of the story of the Good Samaritan Swiss postal stationery card - issued for National Day 1st August 1917



6.4. BLOOD DONOR APPEALS.

is the universal message of this donor appeal...



◀ First used on 14th Apr 1947, and used for a 4 week period annually (except 1950, 52 & 54) until June 1953. 350 dies used.

Triangular die in use at London NW1 for inland printed paper rate 1953 ▶



...this was emphasised following World War II, the slogan was sponsored by the Ministry of Health, U.K. Blood Transfusion Service as it was realised that the numbers of blood donors had to be maintained to supply the requirements of civilian hospitals. A campaign was thus launched in 1947 using the phrase:

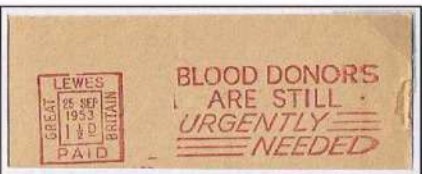
"Blood Donors Are Still Urgently Needed".

the phrase was utilised in different philatelic ways and by several other countries -

Shortly after the UK, New Zealand first used the slogan in 1947.



In use from Jul 1947, for periods of 4 weeks to Dec 1953, at 13 offices, 3 line slogan (left) and the less frequently used 2 line continuous slogan (right)



Postage paid impression - In use by Royal Mail for bulk mail cancellation. The slogan die is an identical die as the one used for cancelling stamps, (top 2 examples) but used in a different colour.



UK Regional Transfusion Centres (RTC) in this case Mersey RTC, Liverpool.



Neopost meter cancellation - the die is made in a different type of machine from the Royal Mail slogan (top 2 slogans) but with a similar design

The phrase was also adopted by U.S. Health Organisations.

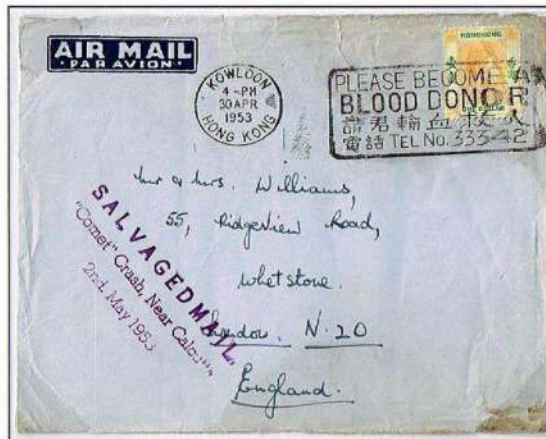


(Pitney Bowes "R" series meter cancellation)

6.4. BLOOD DONOR APPEALS.

censorship and an air crash intervenes

Appeals using postal slogans are primarily aimed at the people living in that country.



However, when mail is sent abroad the message is still relevant to the recipient of that letter, provided the message can be still understood. In the two airmail examples above and below both were salvaged from the same air crash, although water damage incurred during transit did not affect the message.

Salvaged mail from the BOAC Comet aircraft (G-ALYV) which crashed six minutes after take off from Calcutta, after entering a violent thunderstorm, with the loss of all 43 persons on board. The plane was en-route from Hong Kong to London. Cachet on lower item misspelled "Galcutta"



▲ Scan of postal slogan beneath censor label. (not reduced) The letter was opened in Israel probably to check that no money was present, as the recipient is a charity, and revealed by the censor, scan of censor label (reduced). ▶



The Israeli red censor label has partly hidden the US blood donor message, although water damage incurred during transit did not affect the message



6.4. BLOOD DONOR APPEALS.

emphasising blood saves lives

Another approach is to emphasise the life saving contribution that blood donors can make ...

A drop of blood to save a patient's life

inscription on reverse

Reding.
Stacey Sugiyanto
Red - 22 April 81



Meter: Universal autotax



Slogan used from 1st to 31st Oct, standard die (top) at 5 offices, and transposed die (bottom) at 3 offices.



This advert within a stamp booklet is a convenient way of getting the message across



Australia stamp booklet, 1962, edition 3.

REPUBLIK INDONESIA

1981 setetes darah anda jiwa bagi penderita



75,-



Final artwork in watercolour with redesign note on reverse, windowed on posterboard with acetate overlay for lettering, and final issued stamp

6.4. BLOOD DONOR APPEALS.

the outstretched arm

From the first blood donor stamp issued in 1947, the outstretched arm is symbolic of blood donation



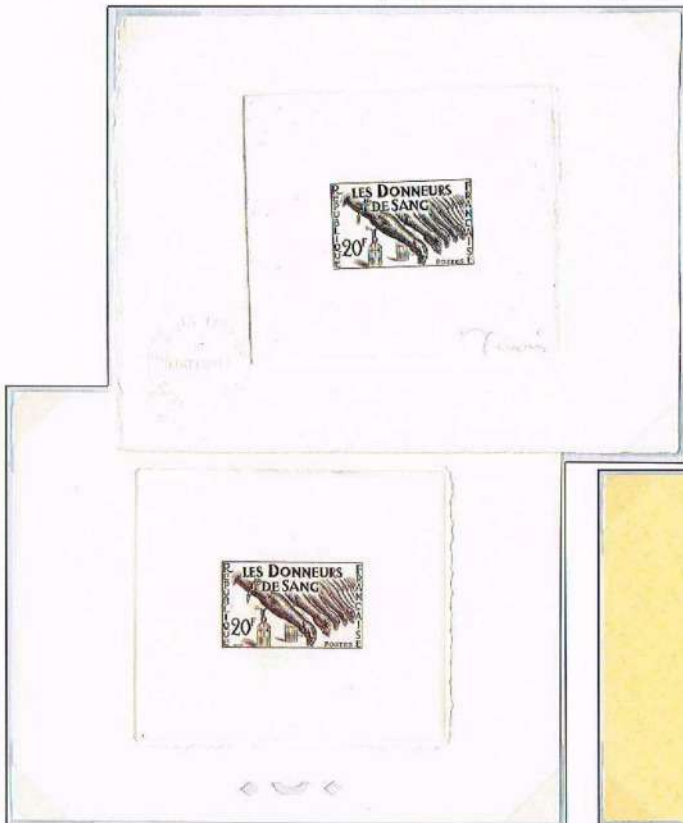
1st blood donor stamp, issued 1947



An unfortunate combination of postmark and stamp, no arms no blood donation!

Left: Artist die proof, made from the unhardened control seal and artists signature, and without the engraved name of the artists at lower left of stamp.
Below left: Sepia printer's die proof made from the unhardened original die to detect minute defects that could cause problems during the printing process, shows the characteristic Printing Works 3 hole control punch - confirming that the printings were made by the Government's stamp printing plant, only 3 - 3 were printed.

The sepia die proofs left, do not convey effectively the process of blood donation, whereas the issued stamp, below does, the minor colour shift on the right stamp is contraindicated to blood donation as it shows blood leaking down the donor arm!



Issued stamp

Minor colour shift

Therefore wasting donated blood is not advocated



6.4. BLOOD DONOR APPEALS.

from the heart!

Symbolic use of the heart is a frequently used in appeals....



Date transcription errors - do not help the donor to attend the correct sessions ▲



The change of colour from blue to red of the heart dramatically improves the symbolism in the issued stamp

Trial colour plate proof with issued stamp



Meter: Pitney-Bowes-GB 6300



Both the heart and blood drop are synonymous with blood donation...



6.4. BLOOD DONOR APPEALS.

blood drops

The blood drop is a powerful symbol of blood donation but it can go wrong!

In 1971 President Nixon quoted during 'National Blood Donor Month', "Among the Noblest Acts of personal generosity is the gift of ones blood for the benefit of another".



This was followed in March by a special issue to appeal for blood donation. The face stamp was a simple design of a red blood drop with an appeal printed over.



Issued stamp

The stamp was printed using 2 different printing methods, lithography and engraved (Giori press). The green background and red blood drop were printed using the lithographed method and the red and black lettering by the engraved method.



However, this simple design led to a number of printing errors, and gave a different perspective to the stamp

A variety of colour shifts of the engraved red and black print are found:

Faded red blood drop ▶



The colour shifts of the engraved text shown above gives the appearance that "giving blood" is falling - blood donor levels must not fall too low!



Perforation shift

Under-inked along right margin ▶ Warning omitted bottom right stamp. Part of plate number missing. Mail early almost completely disappeared

Blood drop in correct position but red ink smearing error on stamp face Red ink smearing giving an impression of blood smearing - donated blood must not be wasted! Red ink smearing error on reverse only



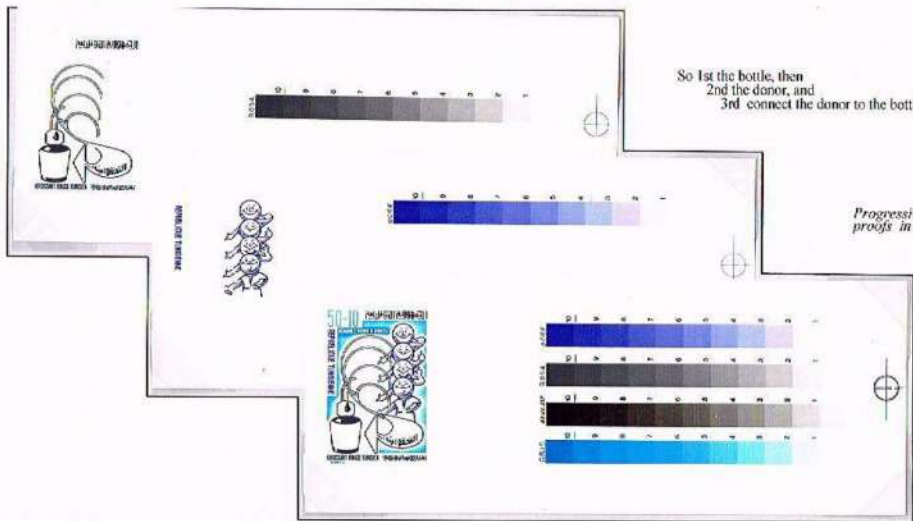
Wording of message starting to disappear on lower two stamps.



6.4. BLOOD DONOR APPEALS.

Blood is collected into a bottle, thus the blood bottle itself has become an evocative symbol of blood donation,

in the bottle



Final issue ▼



In the USA during WWII, blood collected from "black" donors was kept separately from "white" blood.



In the 1950s the practice of segregated blood was stopped, also in 1950 the plastic bag for the collection of blood was introduced, making blood collection safer (sterility) and reducing the risk of breakages



6.4. BLOOD DONOR APPEALS.

the direct approach

Sometimes a more direct approach to becoming a blood donor is necessary -



USA Pitney Bowes "R" series meter cancellations

◀ Bulk postage reduced rate (Blk. Rt.)



Even although only a little (un peu) is needed



Trieste Zone A (Allied Military Government - Free Territory of Trieste, AMG-FTT) postmarked 5-4 1951, TRIESTE CORRISP. PACCHI (Correspondence and Parcels), Zone A was taken over by Italy's civil administration in October 1954.

Meter: Francotyp-Postalia EF3000 with incorrectly set date die, corrected by hand

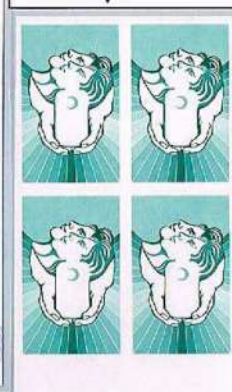


but without ...

... the bottle,



... the donor



... the donor appeal



... there is nothing!



Fournier progressive die proof in issued colours and final issued stamp