Monroe’s Motivated Sequence

Donating Blood

General Purpose: To Persuade.
Specific Purpose: To persuade the audience to donate blood regularly if their blood is safe to be transferred to another human being.
Organizational Pattern: Monroe’s Motivated Sequence
Visual Aid: Picture of Donation Site
Claim: Value

INTRODUCTION

I. Attention Step:
   A. Attention Getter: One day while Jim was enjoying one of his favorite hobbies, flying small airplanes, the airplane crashed and Jim suffered broken bones and serious burns over most of his body. He was rushed to the hospital and lives today only because of people like you.
   B. Purpose Statement: This is why today, I urge you to go out and donate blood.
   C. ID of Opposition/Fair Hearing: I know some of you may hate the thought of needles or think that giving blood won’t really help. But, please consider what I say and make a better informed decision after hearing the benefits I present in this speech.
   D. Significance: People like you made a conscious decision to donate blood and it’s their blood that has given Jim life. It is highly probably that you or someone you know will need a blood transfusion. According to the article “Donate” by Sonya Gonzales in the New York Times in 2009, you are the new generation of donors—people in their late teens and early twenties. He says that this "new generation of donors is the key to our blood supply today and tomorrow."
   E. Credibility: Through extensive research and personal experience of giving blood, I have learned how important it is to donate blood.
   F. Preview Statement: After explaining the need for a sufficient blood supply, the donation process, and benefits of giving blood I hope you will decide to save people’s lives by donating blood.

TRANSITION: Now, let’s begin with the need for blood donation.
II. Need Step

A. Sonya Gonzales is also quoted as saying, "the stress on the blood supply is increasing."

1. The demand for blood never lets up because according to Sara Saldana, author of “Give Blood” in Weekly Reader, 2010, every day thousands of people need donations to survive.

2. The blood must go through a series of time-consuming tests and then used before it perishes—whole blood for instance cannot be used after 42 days.

3. As a result, maintaining an adequate blood supply is a challenge.

B. Do not donate blood if you are unsure about the safety of your blood—meaning not sure about what infectious agents, such as HIV and Hepatitis, are in your blood.

1. It is smarter not to give blood at all than it is to pass on contaminated blood to another individual

2. Jim’s life has taken an unfortunate turn because although he survived that plane crash, he now suffers from symptoms of Hepatitis B because of one or more contaminated pints of blood.

C. According to the 2009 article, How to Give the Gift of Life, by Carolyn Gard in the Journal of Medical Science, "Ninety-seven percent of the people in the United States will need blood at some point in their lives and it is up to people like you and I who will decide if they will receive that blood."

1. People young and old, short and tall require transfusions to replace blood they’ve lost during surgery, because of accidents or internal bleeding, and to treat diseases.

2. According to Zaiah Noel, author of “Blood: The Gift” in USA Today in 2009, the 69 million children in the United States, hundreds of thousands suffer from various forms of leukemia, sickle cell, need transplants, and are born prematurely."

   a. Many of these kids today run, skip, and play because they got another chance at life.

   b. Sonya Gonzales has stated that in most cases, "this would not be possible without the generosity of volunteer blood donors."

   c. This is why it is so important to have volunteers.
III. Satisfaction Step

A. I want you to want to donate blood and to understand the process of giving blood.

B. The Civilian Blood Center has outlined the simple process of donating blood and I would like to share that information with you. I also conducted a personal interview with Jeren Cruz, Director of the Blood Center on July 5, 2010.

1. First you must be found eligible to donate blood.
   a. You must be at least 17 years old, weigh at least 100 pounds, and be in good health.
   b. Anyone who feels that their blood is at "high risk" for contracting certain diseases should not donate.

2. If you think you could be eligible to donate, visit the many bloodmobiles around campus or in your community.
   a. Here you will answer a list of questions relating to your medical history.
   b. If you pass the medical history test and if your iron level, blood pressure, temperature, and pulse are at appropriate levels you may donate blood.
   c. A blood technician will clean your skin around the veins in your arm and then insert a needle to extract the blood.
   d. The actual extraction of the much-needed blood only takes between 7 and 10 minutes, and then you may go home knowing that you just saved up to 3 lives.

C. Theoretically, there is no reason why hospitals should not have enough safe blood for their patients.

1. I read from the Children's Hospital 2009 pamphlet, that if just 10% of all possible donors give blood once a year, we will NEVER have a blood shortage problem.

2. Also, patients can eliminate their apprehensions about receiving blood if only "clean" blood donors are donating.

D. There are numerous benefits of giving blood.

1. Soon after giving blood, you will receive a postcard with your cholesterol level on it along with the phrase, "Congratulations, you have just saved up to three lives!"
2. Also, you get to enjoy your favorite cookies, crackers, and beverages while you donate.
3. Many places on campus also give you a free T-shirt for donating.
4. Life South blood centers will cover all non-insured blood processing fees for the donor and sometimes their family for a 12-month period after their donation.

E. Some of you still may have questions about giving blood.
   1. Are you thinking, "I would love to donate blood, but doesn’t it hurt really bad?"
   2. Are you thinking, "Gosh, I’m sure I have my blood for a reason, I’m not so sure I want to just give it away to a stranger when I need it to survive."
      a. You cannot hurt yourself by giving blood.
      b. According to a 1998 article “Blood Giving” in the Weekly Reader authored by Rachel Reyna, "Your body replaces the lost fluid within 24 hours and it replaces the red blood cells in 6 weeks.
   3. Or maybe you’re thinking, "I don’t want to catch any diseases from contaminated needles while donating!"
      a. According to America’s Blood Centers 2000 pamphlet, when giving blood, trained medical technicians only use new, sterile, disposable materials.
      b. Using sterile materials prevents donors from contracting diseases.

TRANSITION: Now that you’ve heard both the problem and solution, visualize this…

IV. Visualization Step
   A. All healthy eligible donors with safe blood need to make an effort to donate blood.
   B. Obviously, we all hope that when we encounter a situation when we, or someone we know, needs blood, it will be available and disease-free.
      1. Imaging a scenario when your friend or loved one doesn’t get blood it desperately needs and it costs them their lives.
      2. Imagine if there is blood available but it is contaminated and administered to your friend or loved one.
      3. Now, imagine your friend or loved one survives a tragic accident because safe blood was available when he or she needs it.
CONCLUSION

TRANSITION: So, as I have explained to you, there is a definite need for increased blood supplies in our hospitals.

V. Action Step:

A. Summary Statement: Someone needs blood every three seconds. The donation process is simple and you get the greatest benefit of all—saving people’s lives. It’s hard to imagine that you don’t have to be a superhero or in the right place at the right time to save a life.

B. Call to Action: I urge you to do the same. There will be a Blood Drive today on campus in the Quad from 4:00 p.m.-8:00 p.m. If you can, stop by to donate blood. If you would like to schedule an appointment for another day, you can by visiting the Red Cross’ website: www.RedCross.org.

C. Final Thought: All you have to do is sit back and relax while munching on your favorite snack and watch a priceless gift be transferred from you to a pint-sized plastic bag. A gift of life!

Works Cited

America’s Blood Centers 2000 pamphlet.
Children’s Hospital 2009 pamphlet.
Cruz, Jeren, Director of the Blood Center. Personal interview conducted on July 5, 2010.
The Civilian Blood Center 2000 pamphlet.