Camp Registration Now Open for the World Brotherhood Blood Donation Drive 2026 – Let Us Create History Once Again

Dear Brothers and Sisters,

Warm Greetings and Om Shanti from the **Social Service Wing, Brahma Kumaris**.

We are delighted to inform you that the **online Camp Registration** for the **World Brotherhood Mega Blood Donation Campaign 2026** has officially commenced. It is now time for all BK Centres to once again come together with enthusiasm, determination, and a shared spirit of service to begin preparations for this nationwide humanitarian movement.

First and foremost, the Social Service Wing extends its heartfelt appreciation and gratitude to all BK Centres, brothers, sisters, volunteers, and service coordinators who contributed to the phenomenal success of the **World Brotherhood Mega Blood Donation Campaign 2025**. Through the collective efforts of thousands of Brahma Kumaris Centres across **India and Nepal**, an extraordinary **88,378 units of blood** were donated. This remarkable achievement not only created a historic milestone in voluntary blood donation but was also recognized as a **World Record by the OMG Book of Records**.

This achievement was far more than a numerical milestone. It significantly enhanced the public image of the Brahma Kumaris as an organization dedicated not only to transforming lives through spiritual wisdom but also to making a meaningful contribution to humanitarian service, social welfare, and nation-building. Government officials, healthcare professionals, blood banks, social organizations, media representatives, and the general public witnessed the organization's active commitment towards serving society.

The campaign also helped establish new relationships, strengthen partnerships with various organizations, enhance public trust and goodwill, and open many new avenues for future service activities. This remarkable success stands as a reflection of your dedication, teamwork, organizational strength, and unwavering commitment to selfless service.

Inspired by this success, the **World Brotherhood Mega Blood Donation Campaign 2026** will once again be organized across **India and Nepal from 21–25 August 2026**.

Theme of the Year

Wisdom Session • Rajyoga Meditation • Blood Donation

This year, our objective is to present blood donation not merely as a medical service but as a spiritually elevated humanitarian movement that integrates **Wisdom, Rajyoga Meditation, and Selfless Service**.

Every Blood Donation Camp is encouraged to begin with approximately **3–4 minutes of "Wisdom Session" (Letter from God)** followed by **3–4 minutes of "Rajyoga Meditation Commentary"**, enabling every blood donor to donate blood with elevated thoughts, pure intentions, inner peace, and a genuine spirit of humanitarian service.

Now is the Time to Begin Your Preparations

We sincerely request every BK Centre to begin preparations immediately.

- Coordinate with your nearby Blood Bank or Hospital and finalize the camp date.
- Organize planning meetings at your BK Centre.
- Conduct Zone and Sub-zone coordination meetings.
- Form dedicated teams comprising Social Service Wing members, youth volunteers, and service coordinators.
- Begin connecting with prospective blood donors and partner organizations.
- Launch public awareness campaigns, rallies, youth motivational programmes, and social media outreach without delay.

Please remember that, under normal circumstances, a person can donate blood only once every **three months**. Therefore, kindly inform all prospective donors well in advance about the upcoming campaign so that they may reserve their blood donation for **August 2026** and actively participate in this noble humanitarian initiative.

Camp Registration

Kindly complete the **Camp Registration** for your Blood Donation Camp through the official website at the earliest so that proper national-level coordination, guidance, publicity, and reporting can be ensured.

The Next Important Step After Camp Registration

Once your Camp Registration has been completed and your Blood Donation Camp is published on the official website, kindly begin sharing your unique **Donor Registration Link** as widely as possible.

Encourage BK brothers and sisters, youth, families, friends, educational institutions, industries, corporate organizations, NGOs, social groups, and all well-wishers to complete the **online Donor Registration** through your camp's registration page.

Early donor registration will help you prepare a well-organized donor database in advance, making camp planning, volunteer management, scheduling, and coordination with Blood Banks much easier and more efficient. It will also enable the Social Service Wing to maintain a comprehensive national database of prospective blood donors.

Our collective goal should not only be to complete **Camp Registration**, but also to maximize **Donor Registration**, ensuring greater participation and making this campaign a true people's movement.

Important Links

🌐 Official Website
https://bksocialwing.org

❤️‍🩹 Learn More About the World Brotherhood Mega Blood Donation Campaign
https://bksocialwing.org/blood-donation/

🩸 Camp Registration
https://bksocialwing.org/camp-registration/

📧 Email
socialwing@bkivv.org

For your convenience, the document **"Universal Brotherhood Blood Donation Drive 2026 – Guidelines & Action Plan"** has been attached with this email. Kindly study it carefully, prepare your local action plan accordingly, and share it with your Centre team, Zone, Sub-zone, and all volunteers associated with this campaign.

A **Donor Registration QR Code** is also enclosed with this communication. Kindly use it extensively in your posters, social media posts, WhatsApp groups, banners, and all promotional materials, and encourage every prospective donor to complete the online registration before the camp.

Let Us Create History Once Again...

In **2025**, together we created history through our spirit of unity, dedication, and selfless service.

In **2026**, let us move forward with even greater enthusiasm and determination to write another golden chapter in the service of humanity.

Every BK Centre, every volunteer, and every blood donor is an essential pillar of this nationwide humanitarian movement. When we unite with one vision, one goal, and one spirit of service, this campaign becomes much more than a blood donation drive—it becomes a powerful movement promoting **World Brotherhood, Selfless Service, Spiritual Awareness, and Humanitarian Values**.

Let us resolve that every BK Centre will not merely organize a Blood Donation Camp but will create an environment of service, cooperation, and goodwill that inspires countless individuals to come forward and donate blood, ultimately saving precious lives.

"Awaken Through Wisdom • Empower Through Rajyoga • Save Lives Through Blood Donation"

With warm regards and best wishes for the grand success of this humanitarian mission,

In God's Service,

BKSantosh

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