# Mega Blood Donation Drive – 2026

Guidelines & Action Plan for BK Centres

**Wisdom Session • Rajyoga Meditation • Blood Donation**

On the Occasion of the 19th Punyasmriti of Rajyogini Dadi Prakashmani Ji & World Brotherhood Day

**Campaign Duration:** 21–25 August 2026

**Organized by:** Social Service Wing (RERF), Brahma Kumaris

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## Introduction

Dear Brothers and Sisters,

These Guidelines have been prepared to facilitate the successful organization of the **National Mega Blood Donation Drive – 2026**.

The purpose of this document is to provide every BK Centre with clear guidance regarding **pre-campaign planning, public awareness, donor registration, blood bank coordination, publicity, event management, and reporting.**

During the Mega Blood Donation Drive held from **22–25 August 2025**, BK Centres across **India and Nepal** collectively donated **88,378 units of blood**, creating a historic milestone in humanitarian service.

In 2026, our objective is not only to collect more blood units but also to spread the message of **humanity, spiritual awareness, universal brotherhood, and selfless service through Wisdom, Rajyoga and Blood Donation.**

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## Theme of the Year

**Wisdom Session • Rajyoga Meditation • Blood Donation**

Blood donation is not merely a medical procedure; it is a noble act of compassion, selfless service, and humanity.

Modern scientific studies indicate that a person's thoughts, emotions, and mental state influence the body's biochemical processes.

A peaceful, positive and compassionate mind creates a positive impact on the entire personality and physiological system.

Therefore, this year's campaign aims to present blood donation not merely as a physical act of service, but as a spiritually elevated offering inspired by wisdom, meditation and pure intentions.

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**Core Message of the Theme**

- Thoughts influence the body's biochemical processes.
- A peaceful and positive mind positively influences blood circulation and overall well-being.
- Selfless service and altruistic intentions strengthen compassion, trust and healing.

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**Three Special Components of Every Blood Donation Camp**

**1. Wisdom Brings Light – Wisdom Session**

*(3–4 Minutes)*

Begin the programme with the **Letter from God** or another inspiring spiritual message to awaken positive thinking, self-awareness and the spirit of selfless service.

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**2. Rajyoga for Inner Empowerment – Rajyoga Meditation**

*(3–4 Minutes)*

Conduct a short Rajyoga Meditation Commentary to connect participants with peace, love, pure thoughts and the feeling of world welfare, enabling donors to donate blood with elevated consciousness and positive intentions.

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**3. Blood Donation – A Gift of Life**

After empowering the mind through Wisdom and Rajyoga, participants offer Blood Donation as an act of love, compassion and humanitarian service that may save precious lives.

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**Campaign Motto**

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

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**Phase 1 – Pre-Campaign Planning**

**1. Initial Preparations**

- Contact nearby Blood Banks immediately.
- Reserve any suitable date between **21–25 August 2026.**
- Finalize the venue.
- Form an organizing committee.
- Begin contacting local organizations and volunteers.

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**2. Start Public Awareness Immediately**

**Important**

Normally, a person cannot donate blood again for approximately **three months** after donating.

Therefore, kindly inform all potential donors well in advance that the National Mega Blood Donation Drive will be organized during **21–25 August 2026.**

This advance information will encourage them to reserve their blood donation for this campaign instead of donating elsewhere during the preceding months.

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**3. Awareness Activities**

Organize:

- Blood Donation Awareness Rallies
- Bike Rallies
- Youth Motivation Programmes
- College Awareness Campaigns
- NSS & NCC Outreach
- Social Media Campaigns
- Posters & Banners
- Donor Registration Drives
- Local Press & Media Coverage

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**Phase 2 – Blood Bank Coordination**

Coordinate with:

- Government Blood Banks
- Private Blood Banks
- Red Cross Blood Centres
- Licensed Blood Banks
- Charitable Blood Centres

Confirm the following arrangements in advance:

- Blood Donation Beds
- Doctors
- Technicians
- Medical Staff
- Tables
- Chairs
- Electricity
- All other logistical requirements

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**Phase 3 – Partner Organizations**

Collaborate with:

- Universities
- Colleges
- Technical Institutes
- NSS
- NCC
- Scouts & Guides
- Rotary Clubs
- Lions Clubs
- Inner Wheel Clubs
- Rotaract Clubs
- Red Cross
- Industries
- Business Associations
- NGOs
- Volunteer Groups
- Youth Organizations
- Community & Religious Organizations
- Local Social Associations

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**Phase 4 – Action Plan**

Every BK Centre is encouraged to organize:

- Centre Coordination Meeting
- Social Service Wing Members' Meeting
- Zone/Sub-zone Zoom Meeting
- Volunteer Team Formation
- Responsibility Allocation
- WhatsApp Coordination Group

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**Phase 5 – Publicity & Media**

Begin publicity **10–15 days before** the programme.

Utilize:

- Press Conferences
- Newspapers
- Radio Channels
- Social Media
- Local Administration
- Digital Posters
- Public Announcements

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**Phase 6 – Suggested Programme Flow**

1. Welcome
2. Wisdom Session *(3–4 Minutes)*
3. Rajyoga Meditation *(3–4 Minutes)*
4. Blood Donation
5. Vote of Thanks
6. Certificate / Appreciation (if applicable)

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**Phase 7 – Post Event**

After completion of the programme:

- Obtain the Blood Collection Certificate from the Blood Bank.
- Preserve photographs and videos.
- Publish press coverage.
- Upload the final report through the reporting portal.

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**Important Online Links**

🌐 **Official Website**
https://bksocialwing.org

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💗 **About Mega Blood Donation Drive**
https://bksocialwing.org/blood-donation/

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🏥 **Blood Donation Camp Registration**
https://bksocialwing.org/camp-registration/

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🩸 **Blood Donor Registration**
https://bksocialwing.org/camps/

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📁 **Download Service Materials**
https://drive.google.com/drive/u/2/folders/1TiCTx1bXqMzONILdXEpS863hamagnXaU

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**"Together, Let's Inspire Minds, Empower Hearts, and Save Lives."**