

Purpose:

Motivation behind blood donation is an important research area when considering roughly 53,000 units of blood components are needed each day in the United States. Around 38% of the eligible population is able to donate blood, yet only about 3% actually does, causing the current blood drought that the United States faces (American National Red Cross, 2001). Previous research examined blood donor motivation (Goette et. al., 2010; Baseer et. al., 2017; Steele et. al., 2008), but it did not distinguish donors within the sample by their involvement in organizations that encourage participation in blood drives. This study investigates motivation in blood donors in comparison to their relationship to an encouraging organization, which is yet to be researched.

Procedure:

A survey was distributed to blood donors during a blood drive. Participant's motivation for donating, well-being, need satisfaction and future donation perceptions were collected from 242 donors. Participants were categorized into three motivation reason groups : true donor, encouraged by organization, and donating on behalf of someone that is encouraged by their organization.

Results:

We ran a series of ANOVAs, comparing donor reason to motivation, well-being, need satisfaction and views of future donations. Results showed higher scores in autonomous motivation and need satisfaction in true donors compared to other donor groups. We conducted a structural equation model which found that reasons for blood donation led to differences in autonomous motivation, which led to differences in need satisfaction, well-being, and the likelihood of donating in the future.

Conclusions and Implications:

Results of this research are expected to expand the knowledge on blood donors' motivations for donating. This research can be furthered in efforts to understand how encouragement from external sources, and donor motivations, can affect rates of blood drive participation in the United States.