

Organizational Encouragement's Influence on the Donor
A Study of Blood Donor Motivation

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BACKGROUND:

The United States is just one country that currently struggles with a drought in blood donations. With more blood being used than is donated, it is important to investigate the different motivations blood donors have for donating, and which of those lead to future and recurring donations.

METHODS:

- 239 surveys were collected at a large Missouri blood drive.
- Participants identified their donor reason category: true donor, encouraged by their organization to donate, or donating on behalf of a member of an encouraging organization.
- The donor's motivations for donating, well-being and views of future donations were surveyed in Likert scale formats.

RESLUTS:

- One-way ANOVAs showed significant differences between donor reason groupings and the dependent variables.
- True donors showed more autonomous motivation for donating ($M = 1.92$, $SD = 0.85$) compared to all other groups.
- True donors showed significant differences in autonomy ($M = 3.67$, $SD = 0.63$) compared to the members of encouraging organizations that donated ($M = 3.39$, $SD = 0.79$).
- Structural equation modeling showed acceptable fit for the path model displayed below ($\chi^2 = .008$, $p < .001$).

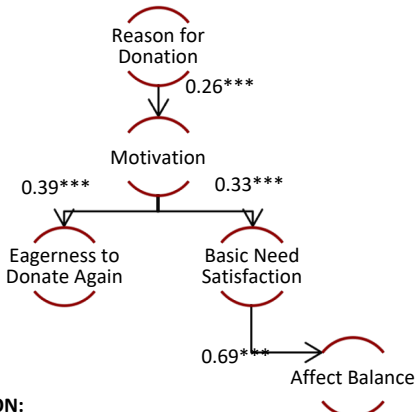


Figure 1.

CONCLUSION:

This research shows that reason for donation influences differences in motivation in the donor (specifically autonomous motivation) which in turn leads to differences in eagerness of future donations and need satisfaction of the donor (particularly autonomy). These findings, along with previous literature, are helpful for understanding why participants donate and who is likely to be a recurring donor.

A blood donor's reason for donation leads to differences in their motivation which in turn influences their likelihood of donating in the future and well-being.



Demographics

Age: Participants ranged from 17- 68 with 94.6% of participants between ages 17-23.
Sex: 84.8% of participants were female.
Ethnicity: 89.3% of participants were white and 3.3% were Hispanic or Latino. Participants listing as Black/ African American, Asian/ Pacific Islander, and other were all equally split at 2.5%.

Data Collection Scales

- Comprehensive Relative Autonomy Index
- Perceived Locus of Causality
- Basic Psychological Need Satisfaction

Data Output

Table 1. Correlation Matrix of Model Variables	1	2	3
1. Relative Autonomy	-		
2. Affect Balance	.39*	-	
3. Need Satisfaction	.39*	.70*	-
4. Eagerness to Donate Again	.35*	.26*	.21*

*Correlations significant at the 0.01 level (2-tailed).

Expanded Results

- **Donor Reason & Autonomous Motivation**
 - Significant differences in autonomous motivation based on donor grouping ($F(2, 226) = 9.50$, $p < .001$).
 - Encouraged donors: ($M = 1.32$, $SD = 1.02$)
 - Substitute encouraged donors: ($M = 1.42$, $SD = 0.77$)
- **Donor Reason & Need Satisfaction**
 - No overall differences between groups for need satisfaction
 - Significant differences for autonomy between donor groupings ($F(2, 214) = 3.11$ $p = 0.047$).
 - Those who donated on behalf of someone in an encouraging organization showed no differences between the other donor reason groups ($M = 3.51$, $SD = 0.66$).
- **Path Model**
 - The model had acceptable fit as shown by fit statistics: $CFI = 0.957$, $TLI = 0.913$, $RMSEA = 0.096$.
 - Figure 1. Path model analysis. Reason for Donation was coded as true volunteer = 1, all other donors = 0.

Special Thanks

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