



E LIFE SAVER

World Blood Donor Day 2026 — Campaign Summary
Bamenda & Buea, Cameroon | June 2026

ABOUT E LIFE SAVER

E Life Saver is a Cameroonian health-tech platform connecting blood donors with patients in real time. Our mobile app allows patients to locate nearby registered donors by blood group and send emergency donation requests — instantly. Donors receive push notifications, track lab results, and are notified when their blood saves a life.

THE CAMPAIGN

In commemoration of World Blood Donor Day (June 14), E Life Saver is organizing two two-day blood donation drives across two cities, targeting a combined minimum of 100 new donors — and 100 new app registrations.

Drive 1 — Bamenda	Bamenda Regional Hospital June 13–14, 2026 Target: 50+ donors
Drive 2 — Buea	Buea (Venue TBC) June 19–20, 2026 Target: 50+ donors

KEY ACTIVITIES

- Blood collection sessions facilitated by trained medical personnel
- Donor onboarding onto the E Life Saver mobile application
- Free genotype & blood group screening for all participants
- Online & offline sensitization — social media, micro-influencers, community outreach, radio
- Donor incentives: branded T-shirts or, refreshments, and/or transport support

BUDGET

Donor Incentives	3,000 – 5,000 FCFA per donor (×100 donors)
Volunteer & Logistics	T-shirts, transportation within & between cities
Screening & Reagents	Genotype testing for participating donors
Awareness & Advertising	Digital ads, micro-influencer campaigns, print
Total Estimated Budget	500,000 – 1,000,000 FCFA

FUNDRAISING

Funds are being raised through a combination of online crowdfunding, corporate sponsorships, and community contributions. Final allocation of the donor incentive budget will be determined based on funds raised and prevailing logistics.

Donate online: <https://opfund.ing/campaign/explore/fund-blood-donation-campaign>

PARTNERSHIP OPPORTUNITIES

We welcome partnerships from individuals, businesses, NGOs, health institutions, and government agencies. Partners receive brand visibility across all campaign channels and materials, social impact recognition, and post-campaign reporting.

We are looking for: financial sponsors, in-kind donors (printing, refreshments, medical supplies), co-hosting health institutions, media partners, and community volunteers.

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