

## Blood Drive Report Lajna Kansas City, KS – 2013

# Muslims for Life Blood Drive



Alhamdulillah, this year once again our Lajna Kansas City was able to serve our community in an efficient manner by especially organizing and participating in the MFL. The Muslims for Life campaign has brought a lot of attention to our very small group for the past two years now and, mashallah, this year we were also able to get a very positive and enthusiastic response from the community. We had four different blood drives all over the area, during the months of September through November.

- 1- Emporia, Kansas
- 2-The Community Blood Center, Olathe, KS
- 3-Clay Platte Montessori School, North Kansas City.
- 4-Radiant yoga KC, Overland Park

The blood drives were held in conjunction with the American Red Cross and the CBC. This year, Alhamdulillah, the blood drive held in Emporia was a great success with seventeen people showing interest in donating and more were interested in our cause. Many people were given 'Muslims for Life' fliers and other literature as they passed the stall set up by the Ahmadiyya Muslim Community.

In Olathe, the local neighbors showed a lot of admiration and appreciation for the efforts made by our Jama'at. The blood drive and the message of MUSLIMS FOR LIFE was given out to all the local businesses that helped us advertise our event, attracting a lot of attention. Friends and the coworkers of the Jama'at members participated and donated blood very enthusiastically.

Our two sisters who had arranged the blood drives at the school the past two years are not working there anymore, yet the principal reached out to us and wanted to still conduct an MFL blood drive on her own. We jumped at the opportunity and one of the sisters in spite of having a new born volunteered to take care of it. Once again our message was sent out to over 250 families by the school administration.

This year's new venue was a local Yoga Studio. The owner was very kind and offered her space and name to advertise our blood drive. It was a very successful event as well since we were able to advertise to all the local businesses and the neighbors around that area. We also had a banner hanging in the shopping area attracting the people passing by.

### **BLOOD DRIVE MEDIA REPORT**

The Kansas City Jama'at contacted several media outlets to inform them of the "Muslims for Life" blood drives for the year 2013. To summarize, the blood drive was advertised in two newspapers, on the website calendar of a radio station, and one radio interview was given. Photos of the event were sent post-event to one news station and one newspaper. In all, almost 10 outlets were contacted to advertise or cover the blood drives. The response was overall positive and new contacts have been made. May

Allah help us to continue building connections within the media and our communities.

**T.V outlets, which were contacted:**

KCTV5-Dave Eckert of KCTV5 was contacted and the response was positive. KMBC- Newsroom was contacted and followed up continuously. FOX4KC- Newsroom was contacted and followed up with continuously. KSHB NBC-Amy Hawley, who was a previous media contact, said they would try to make it. The newsroom was also contacted.

**Newspaper outlets, which were contacted:**

Kansas City Star- The blood drive was posted on the events calendar. <http://calendar.kansascity.com/event/id/E0-001-061612616-0/-muslims-for-life-blood-drive>

Emporia Gazette- The blood drive was posted online as well as advertised in their local events:

[http://www.emporiagazette.com/latest\\_news\\_and\\_features/article\\_2960aa4c-2520-11e3-8135-001a4bcf6878.html?mode=jgm](http://www.emporiagazette.com/latest_news_and_features/article_2960aa4c-2520-11e3-8135-001a4bcf6878.html?mode=jgm)

**Radio Stations which were contacted:**

K-Love-The radio station allowed us to post the event upon their website calendar.

Kiss FM Emporia- A radio interview was conducted to advertise the blood drive.