Monroe’s Motivated Sequence See MMS Detailed Summary in D2L under lecture in Module 8 for more detailed explanantions.
Donating Blood

General Purpose: To Persuade.
Specific Purpose: The purpose of my speech is to persuade the audience that they **should donate** blood regularly if their blood is safe to be transferred to another human being. (Include the word “should” with an action verb. It signifies “oughtness”. The way a condition is now ought to change.)
Central Idea:  The lack qualified blood donors is a serious problem that can be solved by individual action.

INTRODUCTION
I. Attention Getter: One day, a friend mine, named Jim was enjoying one of his favorite hobbies, flying
 small airplanes, the airplane crashed and Jim suffered broken bones and serious burns
 over most of his body. He was rushed to the hospital and lives today only because of
 people like you. (the attention getter should snag attention by creating a concern, orient us to the topic, and motivate us to listen)
II.  Reveal Topic: This is why today, I urge you to go out and donate blood. (short and sweet)

III.  Motivation or Relate to Audience:  People like you made a conscious decision to donate blood and
 it’s their blood that has given Jim life. It is highly probably that you or someone you
 know will need a blood transfusion. (Include the word you in this part) In the article (source) “Donate” by (qualification) reporter (author) Sonya Gonzales in the New York Times in (date) 2009, you are the new generation of donors— people in their late teens and early twenties. He says that this "new generation of  donors is the key to our blood supply today and tomorrow."  (This citation tells them why this topic is important to them.)
 IV. Credibility: Through extensive research and personal experience (always include research and personal experience if you have had it.) of giving blood, I  have learned how important it is to donate blood.
 V. Preview Statement: After explaining the need for a sufficient blood supply,(the serious problem that needs to change) the donation process, (your solution to solve the problem)and benefits of giving blood (visualization of a positive future is we follow your solution) I hope you will decide to save people’s  lives by donating blood. (A call to a specific action)

[TRANSITION: Now, let’s begin with **the need** for blood donation.]

 BODY
I.  ( Need Step-The existing problem you want to prove is serious and needs to change)  **There is a serious shortage of qualified blood donors.** (a single sentence that briefly states the problem) **A. The need for donors is increasing."**(A. B. C. will be reasons that this problem is serious/describe the problem/ signs, symptoms, effects of the problem)

        1. The demand for blood never lets up because (author) Sara Saldana,
       (qualification) author of (source) “Give Blood” in Weekly Reader, (date) 2010, tells us every day thousands of people  need donations to survive.  (Evidence provides proof for the claim)
        2. The blood must go through a series of time-consuming tests and then used
        before it perishes—whole blood for instance cannot be used after 42 days.
        3. As a result, maintaining an adequate blood supply is a challenge.

 4. Show chart from statista. (Visual aid)(Place when you will use visual aids in outline)(one visual aid can count as one of your six citations)

**B. Some people who donate are not qualified and could spread disease.**

1. Do not donate blood if you are unsure about the safety of your blood—meaning not sure about what infectious agents, such as HIV and Hepatitis, are in your blood.
2. It is smarter not to give blood at all than it is to pass on contaminated blood to
        another individual
3. Jim’s life has taken an unfortunate turn because although he survived that
        plane crash, he now suffers from symptoms of Hepatitis B because of one or
        more contaminated pints of blood.

 **C. It is likely you are someone you know may need blood one day. (proving the problem/state the importance of the problem to the audience/who is affected by the problem?)**

1. The 2009 article, How to Give the Gift of Life, by Carolyn Gard in the
 Journal of Medical Science, "Ninety-seven percent of the people in the United States
 will need blood at some point in their lives and it is up to people like you and I who will
 decide if they will receive that blood."  (supporting evidence)
        a. People young and old, short and tall require transfusions to replace blood
        they’ve lost during surgery, because of accidents or internal bleeding, and to
        treat diseases.
2. Zaiah Noel, author of “Blood: The Gift” in USA Today in 2009, of the
69 million children in the United States, hundreds of thousands suffer from
various forms of leukemia, sickle cell, need transplants, and are born
prematurely." (supporting evidence)
            a. Many of these kids today run, skip, and play because they got another
            chance at life.
            b. Sonya Gonzales has stated that in most cases, "this would not be
            possible without the generosity of volunteer blood donors."
            c. This is why it is so important to have volunteers.

**[TRANSITION: Now that we know the problem, let’s move on to the solution. ]**

II. **(Satisfaction/solution Step/present your solution to the problem)**There are steps individuals can take to donate blood. (THIS IS THE FIRST TIME WE WILL HAVE HEARD--PRECISELY--WHAT IT IS YOU ARE ADVOCATING-what action you want us to take)
     A. I want you to want to donate blood and to understand the process of giving blood.(be specific and direct and tell them what you want them to do)
       1. The Civilian Blood Center has outlined the simple process of donating blood

 and I would like to share that information with you. I also conducted a

personal interview with Jeren Cruz, Director of the Blood Center on July 5, 2010.

 2. First you must be found eligible to donate blood.
            a. You must be at least 17 years old, weigh at least 100 pounds, and be in
            good health.
            b. Anyone who feels that their blood is at "high risk" for contracting certain
            diseases should not donate.
         3. If you think you could be eligible to donate, visit the many bloodmobiles around
        campus or in your community.
             a. Here you will answer a list of questions relating to your medical history.
             b. If you pass the medical history test and if your iron level, blood
            pressure, temperature, and pulse are at appropriate levels you may
            donate blood.
             c. A blood technician will clean your skin around the veins in your arm and
            then insert a needle to extract the blood.
             d. The actual extraction of the much-needed blood only takes between 7
            and 10 minutes, and then you may go home knowing that you just saved
            up to 3 lives.
     B. Theoretically, there is no reason why hospitals should not have enough safe blood for their patients.
        1. I read from the Children’s Hospital 2009 pamphlet, that if just 10% of all
        possible donors give blood once a year, we will NEVER have a blood shortage
        problem.
        2. Also, patients can eliminate their apprehensions about receiving blood if only
        "clean" blood donors are donating.
   C. Some of you still many have questions about giving blood. (objection/ anticipate counter-arguments and pre-empt them,)
        1. Are you thinking, "I would love to donate blood, but doesn’t it hurt really bad?"
        2. Are you thinking, "Gosh, I’m sure I have my blood for a reason, I’m not so sure
        I want to just give it away to a stranger when I need it to survive."
            a. You cannot hurt yourself by giving blood.
            b. In a 1998 article “Blood Giving” in the Weekly Reader
            authored by Rachel Reyna states, "Your body replaces the lost fluid within 24
            hours and it replaces the red blood cells in 6 weeks.
        3. Or maybe you’re thinking, "I don’t want to catch any diseases from
            contaminated needles while donating!"
            a. A pamphlet by the America’s Blood Centers 2000 informs us that when giving
                blood, trained medical technicians only use new, sterile, disposable
                materials.
            b. Using sterile materials prevents donors from contracting diseases.

    D. (pre-empt objection)  I know some of you may hate the thought of needles
         or think that giving blood won’t really help. But, please consider what I say and make a
         better informed decision after hearing the benefits I present in this speech.

 E. If you can find an **analogy** (Where else has this worked use it here. Give actual examples showing that this plan has worked effectively)

TRANSITION: Now that you’ve heard both the problem and solution, visualize this…

III. **(Visualization Step-IMAGINE the outcome/** **Visualize the benefits and a positive future if your plan is followed)** There are many positive rewards for becoming a blood donor.  **(Use stories with positive outcomes)**
     A. All healthy eligible donors with safe blood need to make an effort to donate blood. **(Benefits/** **Select some situation which you are quite sure will arise in the future, and picture your audience actually enjoying the conditions which acceptance of your plan will produce.)**

        1.  Lives will be saved.

        2.  You will have the satisfaction of knowing that you may have been the one who saved a life..
     . There are numerous benefits of giving blood.
        3. Soon after giving blood, you will receive a postcard with your cholesterol level
on it along with the phrase, "Congratulations, you have just saved up to three
lives!"

        4. Also, you get to enjoy your favorite cookies, crackers, and beverages while you
donate.
        5. Many places on campus also give you a free T-shirt for donating.
        6. Life South blood centers will cover all non-insured blood processing fees for
        the donor and sometimes their family for a 12-month period after their donation.

B. Obviously, we all hope that when we encounter a situation when we, or someone
    we know, needs blood, it will be available and disease-free. **(Consequences-use stories from your research with negative outcomes/** **by describing the adverse conditions that will prevail in the future if the plan you have presented is not carried out)**
            1. Imaging a scenario when your friend or loved one doesn’t get blood it
                desperately needs and it costs them their lives.
            2. Imagine if there is blood available but it is contaminated and administered to
                your friend or loved one.
            3. Now, imagine you your friend or loved one survives a tragic accident because
                safe blood was available when he or she needs it.

 CONCLUSION

I.  Signal:  So, as I have explained to you, there is a definite need for increased blood supplies in
our hospitals.
II. Summary Statement: Someone needs blood every three seconds. The donation
process is simple and you get the greatest benefit of all—saving people’s lives. It’s hard to
imagine that you don’t have to be a superhero or in the right place at the right time to save
a life.
III.  Call to Action: I urge you to do the same. There will be a Blood Drive today on campus
in the Quad from 4:00 p.m.-8:00 p.m. If you can, stop by to donate blood. If you would like
to schedule an appointment for another day, you can by visiting the Red Cross’ website:
[www.RedCross.org](https://owa.mtsu.edu/owa/redir.aspx?C=zDpNoC3vk0iEmJZFBSq2_4PQxl4pqtAIA6Mmsmwa_51Lp659l_O93WGpY3bGKmmJBQznqScShyQ.&URL=http%3a%2f%2fwww.RedCross.org).  (An action we can immediately tak/This is the point added to the conclusion. Tell us exactly what it is you want us to do immediately.)/)
IV.   Memorable Close:  All you have to do is sit back and relax while munching on your favorite
snack and watch a priceless gift be transferred from you to a pint-sized plastic bag. A gift of
life! (End your speech with a stirring challenge or appeal to reinforce the action you want us to take. : a quotation, an illustration, a statement of personal intentions)

Works Cited

America’s Blood Centers 2000 pamphlet.

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