

BLOOD FUNDING

Incentive uma boa ação

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BLOOD FUNDING

Engage

Big Idea
Health

BLOOD FUNDING

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Big Idea
Health

Essential Question

Why people, in average, do not donate blood?

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Engage

Big Idea
Health

Essential Question

Why people, in average, do not donate blood?

Challenge

Encourage people to donate blood

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Investigate

Guiding Questions

How can people contribute to blood donation?

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Investigate

Guiding Questions

How can people contribute to blood donation?

How a donor blood can be rewarded?

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How can people contribute to blood donation?

How a donor blood can be rewarded?

How people that cannot donate blood can contribute?

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Investigate

Guiding Questions

How can people contribute to blood donation?

How a donor blood can be rewarded?

How people that cannot donate blood can contribute?

How highly engaged people can contribute more frequently?

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Investigate

Guiding Questions

How can people contribute to blood donation?

How a donor blood can be rewarded?

How people that cannot donate blood can contribute?

How highly engaged people can contribute more frequently?

How generous people can contribute with a high amount of money?

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Resources & Activities

Resources

Internet and Interviews

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Resources & Activities

Resources

Internet and Interviews

Activities

Searching on the internet

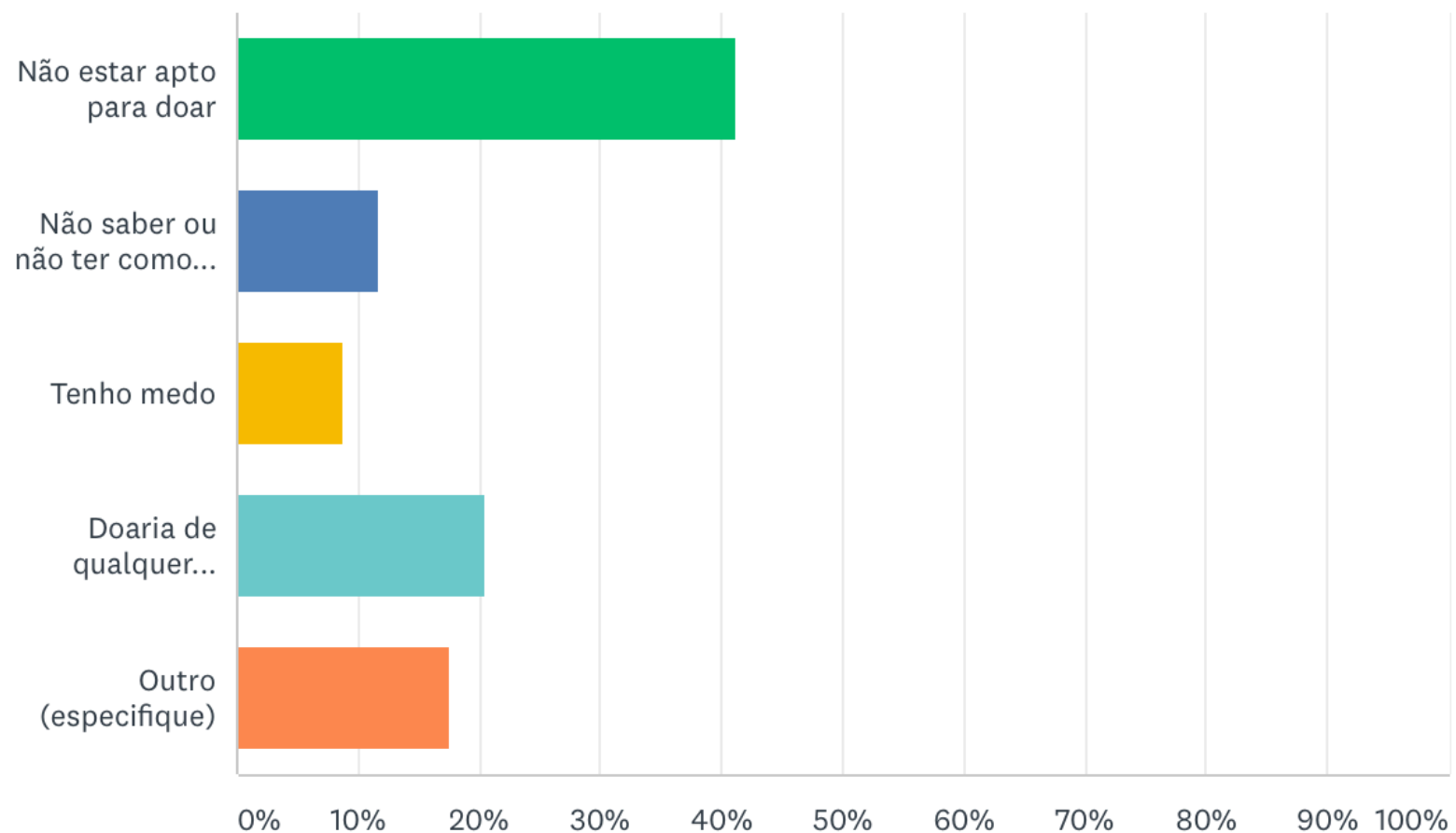
Survey asking people questions about blood donation

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Survey

Que motivo faria você a não doar sangue?

Answered: 34 Skipped: 0

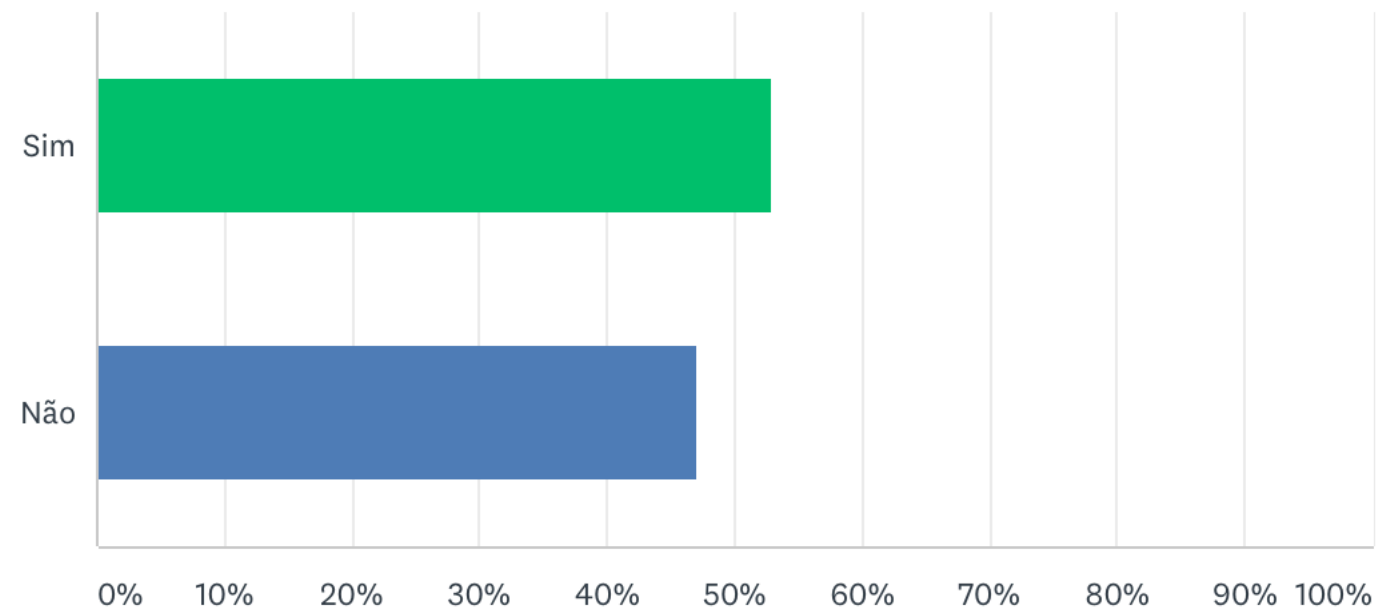


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Survey

Você contribuiria em dinheiro para aumentar o número de doadores de sangue?

Answered: 34 Skipped: 0

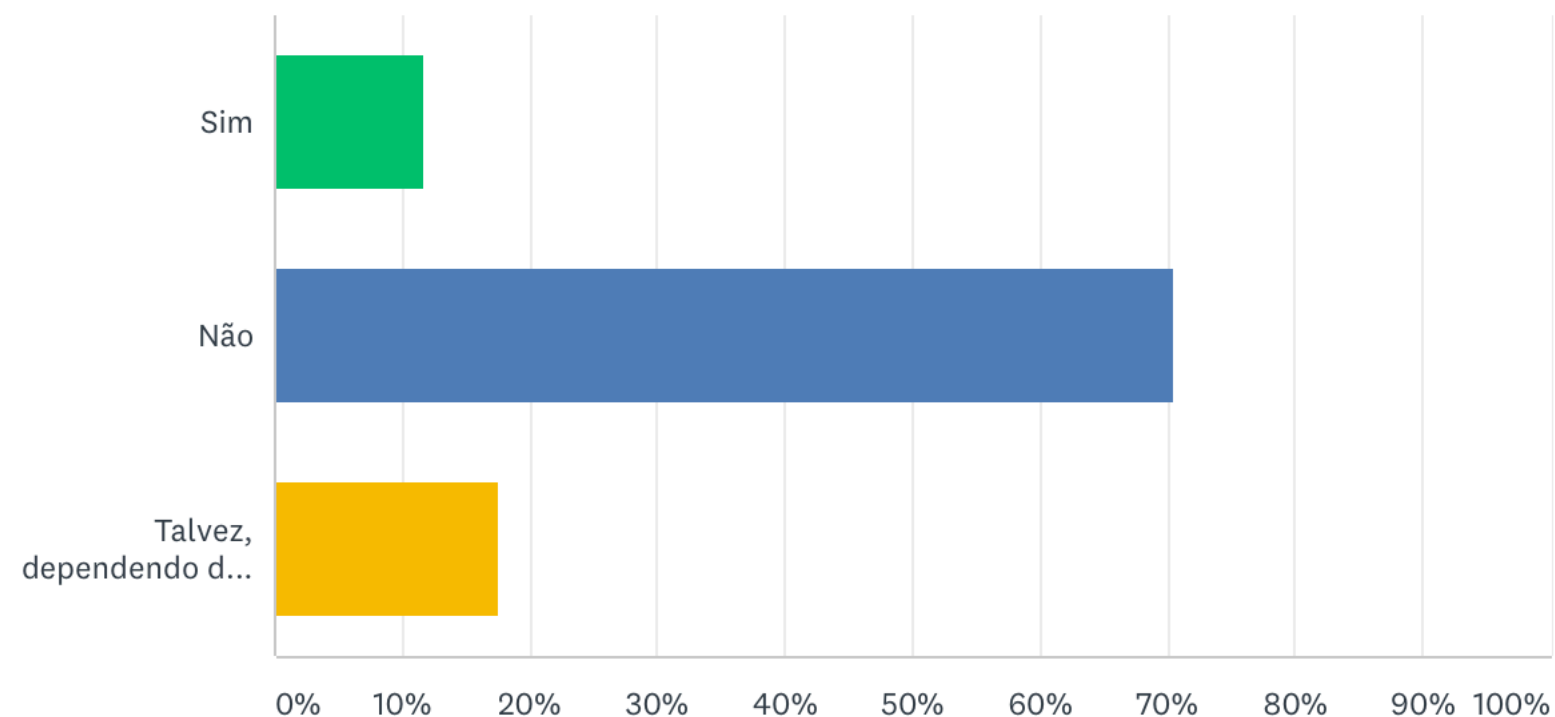


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Survey

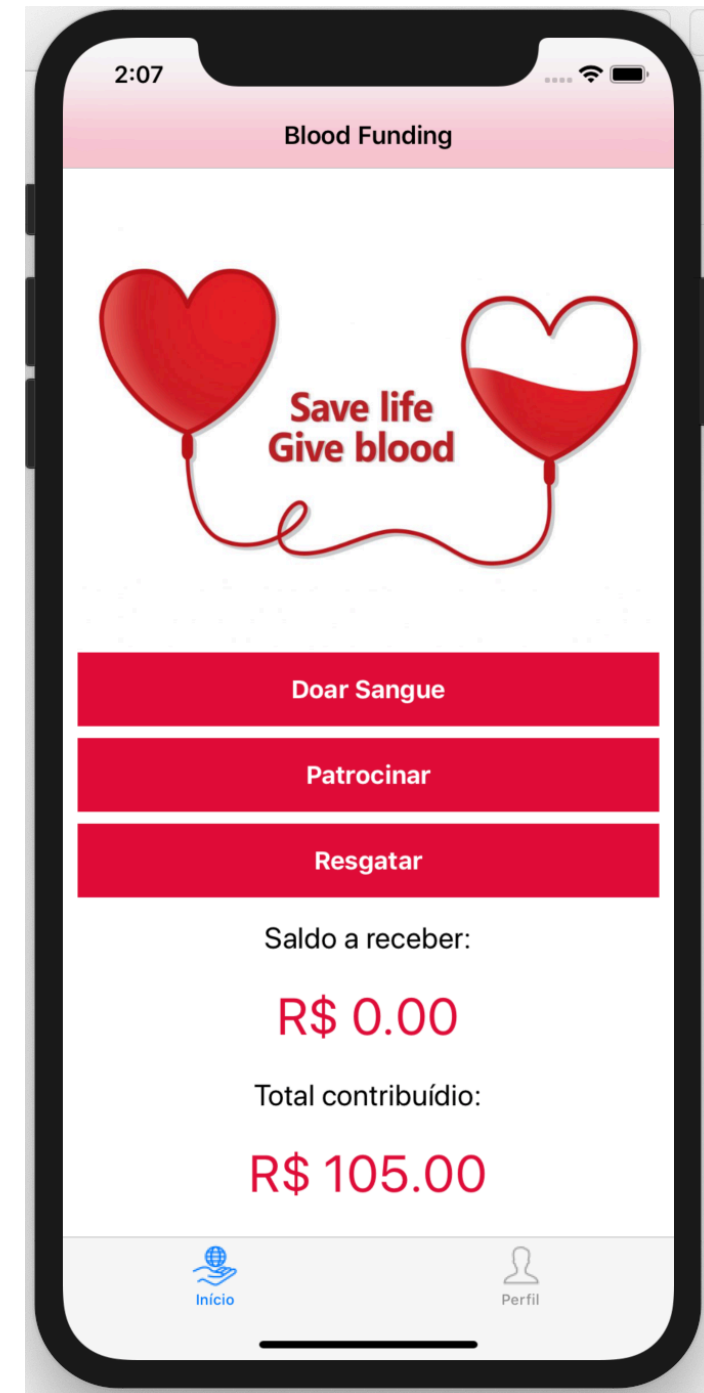
Se você recebesse dinheiro, isso faria você doar sangue com mais frequência?

Answered: 34 Skipped: 0



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App



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Next steps...

- *Management module*
- *Campaigns creations*
- *Authentication*
- *Payment system integration*