

Good Vampires

Being a good kind of vampire has never been easy. And as pharmacy students, we play a vital role in the health service establishments. It is with utmost pleasure that we decided to donate blood for the National Blood Bank through a series of campaigns and events which occurred in multiple phases. *Good vampires* would never come uninvited or force people to donate even the tiniest bits of their blood, and that's why awareness was considered our first priority which is even more essential than gathering blood bags. Getting people acquainted with the concept of blood donation is of great importance. The aim is to make them see reasons why they should be regular donors. It would be beneficial if potential donors make blood donations not only a one-time thing but a sustainable habit.

Gaining regular donors requires a lot of follow-ups. We started by sending Short Message Services (SMS) of gratitude to people who donated during the previous winter. In that campaign, several places were covered such as Universities, public spots -like clubs, squares, and streets- in addition to villages, not to forget paying some visits to high schools to plant the seed of being a donor deep in the young, teenagers, and citizens who were of a mesmerizing impact. It made them eager to grow up and be heroes by saving the lives of people who need their blood.

The journey would have been a piece of cake if it weren't for the fear of COVID-19 that kept us from being in crowded places or being too close to people. Some may have a few concerns about how safe the donation process could be. Although EPSF members did their best to ensure the donors' safety, we were able to overcome such obstacles with the precious help of the marketing directors in all the local associations. They carried out the event virtually and publicised the importance of donating blood regularly. This publicity took place on all social media platforms twice this year and was the first trending hashtag for an hour on Twitter, which reached more audience than we could ever gather offline (no matter how much effort we put in).

In the end, we could not feel anything but great pride in how everything turned out to be. It was a wonderful, fruitful experience for everyone who was part of it. Wishing we took "Vampirism" to a new top

level of success.