

# Six Elements of a Successful Blood Drive

- 1. Set Collection Goals & Schedule a Date** - Your recruitment coordinator will set up a meeting with you to plan your upcoming blood drive. At this meeting a collection goal for your drive will be determined. A tentative sign up sheet can be distributed to help identify the number of potential donors. For planning and efficiency, you should schedule your blood drive date at least two months in advance. Keep your INBC Recruitment Coordinator informed of up-to-date recruitment results and fax or email a copy of the sign-up sheet to your recruiter at least 7 days prior to the drive 509-232-4457 or update your sign-up sheet in our online scheduling system.
- 2. Determine a Location** - The best blood drive site will have:
  - Clean, ample space with adequate lighting, ventilation, and electrical outlets.
  - Tables and chairs for donors to wait, interview and have refreshments.
  - Privacy for donors completing the interview and medical history.
  - Nearby rest room facilities.
  - If your drive is open to the public, hold it at a location familiar to the community with plenty of available parking. Reserve the site now for the entire year of scheduled blood drive dates.
- 3. Form a Committee** - A blood drive recruitment team of outgoing, dependable people will help assure that your organization meets its blood drive goal. People respond best when personally asked to donate. Creatively get the word out the most effective way within your organization or community. INBC will assist by providing posters, flyers, mailers, call lists, and news releases. Ask your INBC recruitment coordinator to show you how to utilize our online appointment scheduling system. Your recruitment coordinator is also available to speak to clubs, groups or classes.
- 4. Recruit & Schedule Donors** - Personal contact is the most effective way of persuading others to donate blood. To be an effective recruiter, familiarize yourself with blood donation. Know the basic eligibility requirements, what the donation process involves, and why people may be nervous about donating. Keep in mind that the most common reason people cite for not donating blood is that no one ever asked them to donate.
- 5. Appointments & Reminders** - An appointment schedule cuts down on donors' waiting time, helps you and your team accurately measure progress toward your goal and helps to assure the community's blood needs are met. Each donor should be reminded of his or her appointment the day before the drive. Questions regarding donor eligibility should be directed to an INBC collections staff member available by calling 800-423-0151. Remind donors to bring photo ID, eat a good meal and drink plenty of fluids prior to donation.
- 6. Thank Donors** - Results of the blood drive and thanks may be communicated within your group via newsletter, e-mail, bulletin board, or through a letter to the editor in the local paper. Thank volunteers who helped with the blood drive. In the thank you, remember to mention the date of your next drive so donors can mark their calendars!

**Give blood, save lives and find the hero in you!**

