Find the hero in you.

United Blood Services
www.UnitedBloodServices.org

Approximately half of the nation's blood supply is collected at blood drives like yours. Find the hero in you! Sponsor 3 blood drives a year.

Blood Drive Success

A Guide for College Blood Drive Coordinators

Blood Drive: _____

Time/Date: _____

_____

Location: _____

_____

Goal: _____

Checklist for Success

Build a super recruitment team! Your organization may be the main sponsor, but you can still bring in athletes, student government leaders, musicians, artists and club representatives. Some colleges have a meeting of all organization presidents or chairpersons to encourage them to invite their members to donate.

Generate publicity! Ask for announcements in the campus newspaper and on the campus radio station and on club/organization Web sites. Give 5-minute speeches in classrooms to explain the drive and ask for support. Announce the drive on campus marquees. Hang posters and place tent cards in gathering areas. Arrange to show videos from United Blood Services before extracurricular programs or movies. Post bulletins or send invitations through social media sites; be sure to link to www.UnitedBloodServices.org so people can make their appointment online.

Schedule appointments. Appointments are critical! They help keep traffic at the blood drive moving smoothly and allow faculty and students to schedule a convenient time between classes. What's more, people who have appointments are more likely to participate. Donors can make their own appointments at www.UnitedBloodServices.org and they'll get an appointment confirmation, links to useful information and a friendly reminder before the drive. You can staff an information table a few days before the drive and schedule appointments on the spot with a laptop and internet connection. If donors don't have email access, be sure they get a card confirming their appointment, and plan to make reminder calls the day before the blood drive. When donors keep their online appointment, they'll receive bonus points toward thank-you gifts in the "Hero in Me" donor rewards program.

Create excitement! Encourage competition: upperclassmen vs. underclassmen, basketball fans vs. football fans, band vs. orchestra, etc. Some schools issue a challenge to in-state or conference rivals. Use large thermometers in the student union, bookstores or dining halls to mark progress toward your goal as people sign up to donate. Hang banners in the union, lecture halls or parking lots. Provide buttons or stickers to those who sign up.

Help donors have a great experience. Remind them to bring ID and to double-check donor qualifications at www.UnitedBloodServices.org (there are special height/weight requirements for donors 22 and younger). Encourage them to eat healthy meals and drink plenty of water the day before and the day of the blood drive.

Don't forget the faculty! Keep faculty, especially club and organization advisors, informed and invite them to donate. Challenge each faculty member to recruit another faculty or staff member to donate. Place tent cards and posters in the faculty lounges and administrators' offices.

Follow up! Make sure the recruitment team and the blood drive are included in the yearbook. Ask the newspaper to run pictures from the drive along with the results. Ask the dean, chancellor or college president to write a thank-you letter that you can send to all donors.

Notes & Dates: