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 Community Blood Drive Coordinators

Blood Drive: _____

Time/Date: _____

_____

Location: _____

_____

Goal: _____

Checklist for Success

Target Dates:

Select or confirm recruitment team members who will contact donors from past drives. Donors with confirmed appointments are more likely to participate; make sure they are reminded of the drive the night before. If donors have made their appointments online, they'll automatically get a friendly reminder email.

Involve the entire community! Encourage service clubs or businesses to claim a time period for members or employees to donate; they can challenge others to do the same. Call on local high schools to recruit teachers and students who are at least 16 to donate. Invite physicians to post fliers in their offices, and ask hospitals to distribute information to patients' families. Service organizations and church groups may volunteer to "cold call" from the phone book or their membership directories.

Schedule appointments. Appointments are critical! They help keep traffic at the blood drive moving smoothly. 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. When donors keep their online appointment, they'll receive bonus points toward thank-you gifts in the "Hero in Me" donor rewards program.

Generate excitement! Ask the mayor to proclaim "Volunteer Blood Donor Appreciation Day." Invite local politicians or celebrities to donate, and encourage local media to cover the event. Post a big thermometer on the main street to show how close appointments are to your goal.
Take advantage of materials available from the blood center. We can provide ready-made email templates, posters, fliers, tent cards, postcards, news releases, camera-ready public service ads, text for proclamations and videos for presentations.

Schedule volunteers for the drive. (Duties may include signing in donors, serving refreshments, calling donors who missed appointments and unloading and reloading blood drive equipment.) Be sure they know when to arrive.

Help donors have a great experience. Remind them to bring ID. Encourage them to eat healthy meals and drink plenty of water the day before and the day of the blood drive. Invite donors to double-check donor qualifications at www.UnitedBloodServices.org (there are special height/weight requirements for donors 22 and younger). Those who are 16 (and 17, depending on your state's requirements) must have a signed parental consent form.