

we need more

HEROES

Approximately half of the nation's blood supply is collected at blood drives like yours. For every person in need of blood, the simple act of giving is heroic.

Give blood. Be a hero.

Blood Drive Success

A Guide for Hospital Blood Drive Coordinators

Blood Drive: _____
Time/Date: _____

Location: _____

Goal: _____

Checklist for Success

Build a blood drive team! The most effective recruitment teams are made up of enthusiastic representatives from all areas of the hospital: nursing, medical, laboratory and support staffs. That's because peer recruitment—a one-on-one invitation to a co-worker to donate—is the best way to get people to turn out for a blood drive. Ask each member of your team to set a goal for the number of people they will sign up with a donation appointment. By personally distributing appointment confirmation cards the day before the drive, team members can reinforce their donors' decision to give.

Show administration's support. A letter of endorsement from the administrator to all staff can help create a positive climate for the blood drive. Some hospital newsletters run a photo of their administrator (and/or chief of staff and director of nursing) donating blood at a recent drive or at the blood center, along with an article explaining how easy and important it is to donate.

Consider convenience. Schedule the drive to cover shift changes. Some hospitals run drives during the "swing" and "graveyard" shifts to accommodate all employees.

Get the word out! Use internal mail to distribute fliers and pledge cards. They can even be enclosed with paychecks! Put up posters in gathering places or use e-mail to send out reminders. Promote the drive at management, department or staff meetings. United Blood Services can provide camera-ready art and packaged stories for your newsletter, or you may want to spotlight patients who have received lifesaving blood transfusion.

Schedule appointments. Appointments help keep traffic at the blood drive moving smoothly and minimize the time people are away from their work. What's more, donors with appointments are more likely to participate. Donors can indicate their preferred donation time on a pledge card or when they sign up with a member of your recruitment team. In addition, you can staff an information table a few days before the drive and schedule appointments on the spot. Be sure donors get a card confirming their appointment. If you're using an on-line schedule, invite donors to make their own appointments. During the drive, assign someone to make reminder calls to any donors who miss appointments.

Celebrate success! Take pictures at the drive to post on the bulletin board or to print in the newsletter. Report blood drive results to administration and in the newsletter, and mention the date of the next drive so everyone can mark their calendars. Hold a special event (as formal as a luncheon or as low-key as a coffee break) to present United Blood Services certificates and pins to honor donors.

Target Date

This guide is the product of experience, ideas and suggestions that have worked for many blood drive coordinators. It contains the “nuts and bolts” for coordinating a successful blood drive.

Who can donate blood?

Blood donors are healthy men and women who weigh at least 110 pounds and are 17 or older. Anyone who is at risk of catching or spreading AIDS must not donate blood. Please contact United Blood Services for a copy of our donor qualifications.

What’s it like to donate?

The entire donation process takes less than an hour and begins with a brief interview. Next, temperature, pulse, blood pressure and blood iron level are checked.

The whole process—from the beginning to refreshments—takes about an hour. That includes registration, a mini-physical and medical history—and refreshments. The actual donation time is several minutes. (At some blood drives, United Blood Services uses special blood collection technology to customize the donation for each donor and better match donations to patient needs. Actual donation times vary, depending on the blood collection system that is used. Your United Blood Services representative can provide the details.) All materials are sterile and disposable—used once, then thrown away. *You cannot get AIDS or any other infectious disease by donating blood.*

Afterward, donors rest and enjoy light refreshments, then resume their normal routine.

What happens after the donation?

All donated blood is typed to determine A-B-O group and Rh factor and tested for safety, including tests to detect HIV and other viruses.

Most units of blood are separated into components, allowing one donation to help several people!

Aim for a goal.

You and your United Blood Services representative will determine an achievable goal for your blood drive. Share the goal with your recruitment team members and establish a specific number of blood drive heroes (donors) for each to recruit, based on the size of the department or group they represent.

When’s the best time for a blood drive?

Your United Blood Services representative will work with you to set a date. Remember, patients need blood 365 days a year, so you may be asked to schedule one or more of your blood drives close to a holiday.

Set your sights on a site.

The best blood drive site will have:

- Clean, ample space with adequate lighting, ventilation and electrical outlets
- Tables and chairs for waiting, interview and refreshment areas
- Privacy for donors completing the interview and medical history
- Nearby telephone and restroom

If your drive is open to the public, hold it at a familiar place with plenty of parking. Reserve the site now for the upcoming drive, and for future drives.

Commit to a committee.

A blood drive recruitment team of outgoing, dependable people will help assure that your organization meets its blood drive goal. Be sure to involve someone from the top leadership of your group or organization. The committee’s main job is: *recruitment!* People respond best when personally asked to donate. Inform team members about the community blood program, the need for blood in your area, what it’s like to donate blood and what happens to blood after it’s donated. (For more recruitment tips, see “Get personal!” on page 4.)

Your community blood program.

United Blood Services is a division of Blood Systems, one of the oldest and largest non-profit blood service organizations in the country. We opened our first community blood center in 1943 in Phoenix, Arizona. Today, some 20 United Blood Services regional centers serve more than 25 million people. This year, we will conduct more than 14,000 blood drives with some 8,000 sponsors and will collect nearly one million units of blood from volunteer donors.

Your United Blood Services representative can provide you with information about blood needs in your community.

Community blood usage _____

Repeat donors: Bring 'em back!

Many people who donate on a regular basis will say yes when asked to pledge to donate again. United Blood Services can provide a computer list of previous donors from your organization or community. Use this list to contact donors—either in person or by phone. Many communities, churches and clubs form a telephone committee. Sometimes you may use the list to help the blood center collect specific types of blood in the quantities needed by calling only donors with those blood types. When you and your team members contact repeat donors to participate in the upcoming blood drive, ask them to bring a friend—a new donor!

Get the word out!

United Blood Services offers a variety of materials that may include posters, pledge forms, fliers, tent cards, banners, postcards, stickers and other tools for publicizing your blood drive. Many companies, schools and groups have their own newsletters, Web sites or in-house Intranets. Make arrangements to have an article in yours. Include date, time and place information as well as a motivational message, perhaps even a quote from the CEO, president or leader. Your United Blood Services representative can provide text and electronic or camera-ready art for your article.

Care for a cookie?

The blood center may routinely provide refreshments for donors. Some blood drive sponsors provide donated or homemade treats. If your group supplies refreshments, you'll want someone to handle the details.

Many hands.

Your group may be asked to provide volunteers the day of the blood drive to greet donors, serve refreshments or perform other duties. If your group is providing volunteers, ask your United Blood Services representative about training for them and assign someone to coordinate their activities.

From sign-up to show-up.

An appointment schedule cuts down donors' waiting time, minimizes interference in their daily routine, helps you and your team accurately measure progress toward your goal and helps to assure the community's blood needs are met. Donors with appointments are more likely to participate! If you and your United Blood Services representative decide to use an on-line schedule, donors can make their own appointments.

Your blood drive's appointment schedule is completed using donors' on-line appointments and/or pledge information from your recruitment team. A copy goes to the United Blood Services blood drive supervisor the day of the drive.

Provide recognition.

After the drive, it is important to thank all who donated, as well as those who tried. Don't forget the people who recruited the donors, publicized the drive, provided refreshments or assisted on the day of the drive. Let your top person know the results and give credit to those who helped. Your United Blood Services representative can provide suggestions and materials for recognizing your blood drive heroes.

Evaluate the results.

What did you and your team do to make your blood drive successful? Are there things you would do differently next time? Was one group or department outstanding? What did it do? Review the blood drive with your team and your United Blood Services representative. Remember, now you have an experienced recruitment team in place—so, the next drive will be even easier and more successful!

Get personal!

The most important ingredient in creating a successful blood drive is personal contact. Studies show one reason people do not donate blood is because NO ONE EVER ASKED! So, how do you ask?

Ask **face to face**. Ask with **confidence**. Be **enthusiastic**...it's contagious! **Acknowledge** the concerns of the prospective donor and refer to United Blood Services' literature to answer questions. **Ask** for a pledge commitment and make a donation appointment.

Explain that giving blood is one of the most important, rewarding and compassionate things a person can do. Keep your approach positive and remember these key points:

Blood donors save lives. Several of them, in fact, because each donation can be separated into different components: red blood cells, used by surgery patients; plasma, given to those who bleeding from liver disease or severe injuries; platelets, often needed by patients with cancer; and cryoprecipitate, a special blood clotting factor used to help people with hemophilia.

There is no substitute for blood. It cannot be manufactured. It is the "gift of life" that only human beings can give to one another.

There is little, if any, pain. Donors might feel a slight pinch, but it lasts only for an instant.

Donors go through a pre-screening process to assure they are healthy and eligible to donate.

Notes: