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 Organization Blood Drive Coordinators

Blood Drive: _____

Time/Date: _____

_____

Location: _____

_____

Goal: _____

Checklist for Success

Target Dates:

Involve the entire organization! If your group has standing committees, invite a representative from each to recruit 10 percent (or more!) of their members to donate. Members of smaller groups may choose to invite business associates, friends and family members to participate in the drive.

Pick a convenient time and location! Organizations have held successful blood drives in an adjoining room before, during and after their regularly scheduled meetings. Others reserve a block of time at their local blood center and have the blood drive there! Some join forces with other groups to have a cooperative drive at a central location during an evening or weekend.

Be visible! Ask leaders to announce the blood drive during meetings leading up to the drive. Staff a donor information/appointment table and put up posters at the entrance to the meeting room. Send postcards, fliers or email to each member. Place inserts or messages in the newsletter. The blood center can provide camera-ready art and packaged stories for your newsletter and organization's Web site. We also have materials for a display table.

Smile and dial! Select or confirm committee members who will contact donors from past drives. Others on your committee can call members on your group's roster and ask them to get involved. People with confirmed appointments are more likely to participate; give them a reminder call the night before the drive.

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.

Help donors have a great experience. Remind them to bring ID. Those who are 16 (and 17, depending on your state's requirements) must have a signed parental consent form. Invite donors 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.

Celebrate success! Take pictures at the drive to print in the newsletter or to put on a thank-you poster to display at your next meeting. Report blood drive results at the next meeting and in the newsletter, and mention the date of the next drive so everyone can mark their calendars. Conduct a special ceremony to honor donors.