Blood Drive Planning Guide

Thank you for being a blood drive coordinator. Whether you are able to sponsor one or ten blood drives throughout the year, your donor recruitment representative will be available to answer questions throughout the process, provide experienced advice on recruitment, promotion, communication, and more. In addition, you will be provided with marketing materials to help ensure the success of your blood drive.

**CONTACT**
- To schedule your blood drive
  - Get a process overview from your representative
  - Select drive date, location, and time

**CONFIRM**
- Your publicity needs
  - Establish your blood drive committee
  - Discuss goals, marketing materials and promotional opportunities

**RESERVE**
- Spaces and furniture to host and promote
  - Get delivery of posters, flyers, etc.
  - Reserve parking, room, loading areas, tables and chairs
  - Notify your representative of any changes that may impact your drive (construction, parking, layoffs, etc.)

**RECRUIT**
- Donors and fill appointment slots
  - Use sign-up tables in high traffic areas
  - Talk one on one with potential donors
  - Continue using promotional materials/tools
  - Host a calling/sign-up party

**VERIFY**
- Important details
  - Confirm room, parking and furniture reservations
  - Confirm appointments
  - Remind donors of donation eligibility requirements and donation preparation

**PROMOTE**
- In high-traffic areas
  - Post materials in break rooms, elevators, etc.
  - Post in newsletters, on intranet and social media
  - Send e-blasts and save the date information

**UPDATE**
- Your representative
  - If you are not using online scheduling, fax a copy of your blood drive schedule to your representative
  - Notify your representative of any changes
  - Confirm supplies and your blood drive committee

**COLLECT**
- Life-saving, vital blood donations
  - Display available ‘Blood Drive Today’ materials
  - Be sure to thank all blood donors for their life-saving gift
  - Thank your blood drive committee for their hard work

**FACT:**
- The #1 reason people don't donate is that they aren't asked

**PLAN YOUR NEXT BLOOD DRIVE!**
Tips for success!

DRIVE DETAILS

- The Polling Interest Sheet assesses the level of participation you might expect in your upcoming blood drive. The results determine the type of blood drive (e.g., on-site or bloodmobile) that would be most appropriate.
- Remind donors that they will need to: bring an I.D., drink at least 16 ounces of water prior to donating, eat a full meal within 6 hours of donating, and be sure they are cold and flu symptom-free for at least 72 hours.
- Bloodmobile setup: please cone off 8 parking spaces to accommodate our vehicle. (Note that we are unable to park in handicap spots, fire lanes, and loading zones due to state law.)
- Inside setup: please have 6-8 tables, 20-30 chairs, and 2-3 wastebaskets available for use.

STUDENT BLOOD DRIVES

- Recruit a Junior Coordinator to take over your role for next year’s blood drives, and have your new recruit shadow you throughout the planning and implementation process.
- Talk to your designated representative about scheduling Nebraska Community Blood Bank’s mascot, ABO Joe, to appear during blood drive sign-ups.
- Recruit volunteers by class period—to work the day of the blood drive at registration, as Café Host, etc.
- Host a blood drive sign-up in the lunch room.
- Include details of your blood drive in morning announcements or over closed-circuit TV.
- Distribute reminder cards/hall passes to students registered to donate that indicate the time of their scheduled appointment.

BUSINESS/COMMUNITY BLOOD DRIVES

- Make it an organization-wide effort in your business or community.
- Create a friendly competition among departments (or groups/teams) to heighten awareness of the drive and generate interest and participation.
- Arrange for someone from your organization to greet our staff at an agreed upon time before the drive and, if necessary, usher our staff into the area reserved for the drive.
- Host a blood drive sign-up when groups are gathered for a meeting, meal or social/recreational activities.
- In businesses, include details of your blood drive over closed-circuit TV or using other forms of company communications.

Every year on Thea’s birthday, Cara gives back with a blood donation party, grateful to the generous blood donors who saved her life.

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Trey takes every opportunity to educate others about the importance of blood donation.

TIP: Read more donor, volunteer and recipient stories at NCBB.ORG