Skyscraper or Building Blood Drives

CHECKLIST FOR SUCCESS

Pick your day and date(s).
- Consider a multi-day blood drive to allow for maximum exposure.
- Explore your calendar of events to look for synergies with other tenants.
- Remember, hosting a blood drive on or around holidays is especially important to meet patient needs.

Consider the best locations!
Location, Location, Location!
- Consider multiple locations that are most visible to building employees and visitors (if your drive is open to other businesses or visitors). These might include lobbies, auditorium, training rooms, cafeteria, etc.
- If you are considering a vacant space, we must inspect the location to be sure that it meets strict FDA requirements.

Blood donor campaign goal.
- Set and communicate annual schedule.
- Communicate targets across all tenants (utilize posters, tent cards, etc.).
- Regularly share goals and results.

Form a committee.
The more the merrier!
- Seek members from building owner/management company, from each tenant in the building.
- Include representatives from administrators, department heads, facilities, human resources, communications, community relations, etc.
- Hold a blood drive planning kick-off meeting with the team and Account Manager (AM).
- Schedule sign-up or information tables. (We recommend multi-site, multi-day.)
- Ask for communication and support from building management.
- Building wide communication.
- Challenge between departments.
- Communicate with past blood donors. Your AM will provide you with your donor list.
- Make appointments for your donors. (While we allow walk-ins, appointments help us plan for the right amount of staff and supplies to ensure optimal service.)
- Your AM will train you to use online scheduling tool and software.
- Make reminder calls.
- Consider the best locations for pre-drive signage for both building employees and outside visitors (e.g. entrances, time clocks, break areas, cafeteria, cafes, etc.).
- Utilize captivate screens and work order systems to publicize drive details.
- Consider raffling something or a small, inexpensive give-away.
- Tweet and/or post your drive details via your social media, intranet and website.
- Create an event on Facebook and invite us to co-host.
- Dedicate the blood drive to a blood recipient from the building.

Day of blood drive.
- Display ‘Blood Drive Today’ signs.
- Reminder emails to tenant contacts.
- Organize your volunteers to help.
- Wear blood drop mascot costume to invite donors to blood drive.
- Welcome donors and explain process.
- Escort donors.
- Assist in the refreshment area.

Post blood drive.
- Keep the good feeling going!
- Recognize your team.
- Thank blood donors, tenant contacts, and your security and facilities teams.
- Share the results with all.
- Publicize the next blood drive date.

1.800.933.2566
nybc.org

Blood recipients like JEFF, a firefighter severely injured in a fire, are counting on your blood donations.
Organizing A Blood Drive

LETS GET STARTED

Confirm with your Account Manager (AM)

☐ Day and date of your drive

_______________________________

☐ Expected # of donors _________

☐ The location (blood drive site)

_______________________________

☐ Hours

Work with your AM to determine the best hours for optimal donor participation. Please allow 1.5 – 2 hours before and after your blood drive for set-up and breakdown.

☐ Double check your site details including ALYX automated red cell technology, directions, loading/unloading, security, food restrictions, site dimensions, outlets, parking (if bus, location and reserved space), etc.

☐ Double check account details with your AM (leader, population, phone #s, site contact).

Your drive is in 2 weeks…

☐ Last chance to communicate any changes to your AM! (e.g. location, hours, expected donors, etc.) Changes that occur within a 2 week window are extremely challenging, causing disruption of schedules and requiring immediate attention from many departments.

☐ Conduct sign-up/information tables and/or a ‘walk-around’ to schedule donors.

☐ Ensure signs are posted to help remind and communicate important drive information.

☐ Have your committee ask people personally! A friendly face is more effective than an email.

☐ Tweet and/or post your drive details via your social media, intranet and website.

☐ Create an event on Facebook and invite us to co-host.

☐ Communicate donor appointments and expected # of donors to your AM in order to ensure proper staffing and supplies.

One week to go…

☐ Last chance to tell us your # of appointments or how many donors you expect! Updates closer to the drive will make it more difficult to staff and supply you appropriately.

☐ Speak to the custodial staff and/or building managers to ensure they are aware of our arrival and set-up needs.

☐ Confirm that the room will be clear of furniture and review needed tables, chairs, trash bins, etc.

☐ Make sure that lighting, electricity, elevators and heating/air conditioning are in working order. Room temperature must meet collection requirements for staff and donors.

☐ Ensure blood center transportation and collection staff have access to the drive site, on the day of the drive.

The waiting is over… it’s the day of your drive!

☐ Meet our driver (or have a designee) to be sure we can get into the site.

☐ Display ‘Blood Drive Today’ signage to help direct donors to drive.

☐ If possible, be present on the day of the blood drive or designate other team members to be on-hand throughout the day to greet, assist and thank donors. Committee members should also make reminder or ‘no-show’ calls to donors.

After the drive

☐ Find ways to say thank you to your team and donors. Include the results and the date of your next drive.

☐ Provide results to leadership.

☐ Your Account Manager will call to discuss drive results, details and opportunities for your next scheduled drive.

Your drive is in 4 to 6 weeks…

☐ Have a planning meeting with your AM to review the recruitment and operational details of your blood drive. AMs are required to meet with you to finalize all drive details.

☐ Form a team or committee to assist you with recruitment activities: promote drive, educate potential donors, display signage, assist at sign-up tables, volunteer day of drive, phone calls to potential donors, etc. Don’t forget to brainstorm fun new ideas!

☐ Have a meeting of committee members with your AM to help motivate and educate your team.

☐ Review best practices for your market segment (reverse side).