CHECKLIST FOR SUCCESS

Pick your day and date(s).
☐ Depending on the number of on-site employees, consider a multi-day blood drive to allow for maximum exposure.
☐ Explore your calendar of events to look for synergies/conflicts with other events: sales deadlines, pay days, training or employee events, milestones, etc.
☐ Remember, hosting a blood drive on or around holidays is especially important to meet patient needs.

Consider the best location!
Location, Location, Location!
☐ Consider multiple locations that are most visible and populated for both your employees and the community (if your drive is open to other businesses or visitors). These might include lobbies, auditorium, training rooms, cafeteria, etc.

Establish annual blood drive campaign goal.
☐ Set and communicate annual schedule.
☐ Communicate targets across all departments.
☐ Regularly share goals and results.

Form a committee.
The more the merrier!
☐ Seek members from across your organization: administrators, department heads, human resources, communications, community relations, etc.
☐ Hold a blood drive planning kick-off meeting with your team and Account Manager (AM).
☐ Schedule sign-up or information tables. (We recommend multi-site, multi-day.)
☐ Ask for communication and support from organization leadership.
☐ All employee communication.
☐ Challenge between departments.
☐ Schedule a representative to speak at senior leadership meeting.
☐ 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 your employees and outside visitors (e.g. entrances, time clocks, break areas, cafeteria, cafes, etc.).
☐ Consider raffling something or offer a small, inexpensive thank you gift.
☐ 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 your organization.

Day of blood drive.
☐ Display ‘Blood Drive Today’ signs.
☐ Reminder and ‘no show’ calls.
☐ 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 feelings going!
☐ Recognize your team.
☐ Consider a recognition event for both your committee, top blood donors, first time donors. We will help you organize a recognition event!
☐ Thank blood donors.
☐ Share the results with all.
☐ Publicize the next blood drive date.

ARIEL has received over 70 transfusions, during 11 operations, as he lost both his legs when a car ran into him while dropping his daughter off at school.
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).

☐ New York Blood Center