

Organizing a Blood Drive

OK, let's get started!

Confirm with your NYBC Account Manager (AM).

- Day and date of your drive _____
- Expected # of donors _____ The location (blood drive site) _____
- Hours (NYBC blood drives are either 4.5 or 6 hours) _____
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, high 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 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).

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 NYBC 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.
- 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 # 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 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 be between 65 and 85 degrees throughout the drive.
- Ensure NYBC 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.