‘In Honor of’/Special Needs Blood Drives

CHECKLIST FOR SUCCESS

Pick your day and date(s).
☐ When scheduling a blood drive in honor of a special friend or loved one who is ill and using blood, time is of the essence.
☐ Most blood drives should be scheduled with at least 4-6 weeks lead time, however, ‘In Honor of’ and ‘Special Needs’ blood drives can often be organized in a much tighter timeframe.
☐ Find out what dates are available with special attention to the number of anticipated donors.
☐ Don’t worry about weekdays versus weekends because as long as you pick the right hours, your donors, friends and family will turn up to support a loved one.

Tell us about the individual.
☐ Tell us about the individual, their age, family, circumstances, illness, hospital where they are being treated so that we can help design custom marketing materials.

Consent form.
☐ Sign the consent form to allow us to create materials for you to promote the blood drive using the name of your friend or loved one.

Consider the best locations!
☐ We can help provide location options. Consider a business, place of worship, town hall, community center, library, firehouse, school, etc.
☐ Discuss with your Account Manager (AM) the size of site needed to accommodate your donors.

Choose the best hours
☐ Weekday drives should generally be early afternoon into the evening.
☐ Weekend dates are most difficult to secure.

Get the word out!
☐ Meet with your AM to make a plan on how to ‘get the word out!’ We will design custom posters, postcards, e-mail, flyers, etc.

Form a committee.
☐ E-mail and call friends and family.
☐ If part of business, school, parish, consider sending flyers home to families.
☐ Display signage.
☐ Design a large ‘Get Well Soon’ card for donors to sign, or individual ‘You were in my thoughts today, so I gave blood’ cards.
☐ Plan to take photos for family or social media.

Involve the media (if appropriate and approved by the individual for whom you’re hosting the drive.)
☐ Keep your AM advised of the # of expected donors. These special blood drives tend to be very large and we need to be prepared with the right number of staff, supplies and proper set-up.
☐ Tweet and/or post your drive details via your social media and website and submit blood drive information to newspaper and radio station.
☐ Create an event on Facebook and invite us to co-host.

Day of blood drive.
☐ Display ‘Blood Drive Today’ signs.
☐ Organize your volunteers to help.
☐ Welcome donors and explain process.
☐ Remind donors to sign card or fill out ‘Thinking of You’ cards.
☐ Escort donors.
☐ Assist in the refreshment area.
☐ Use the blood drop costume mascot to promote the drive throughout the school.

Post blood drive.
☐ After the blood drive, send the signed ‘Get Well Soon’ card to the special individual and their family to let them know you’re thinking about them.
☐ Recognize your team.
☐ Thank your blood donors.
☐ Share the results with all.
☐ Consider making your blood drive a regular event.

SHATERA suffers from sickle cell disease. She needs blood transfusions two – three times a year, sometime more. Blood donors continue to keep Shatera alive.

nybc.org
1.800.933.2566

New York Blood Center
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

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...
- 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.

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).

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.