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/conflicts with other events: fundraisers, employee events, milestones, etc.
- Schedule blood donor campaign dates and space for entire year.
- 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 and populated for your employees and visitors.
- These might include lobbies, auditorium, training rooms, cafeteria, etc.

Blood drive donation goal.
- Establish, set and communicate goals.

Form a committee.
The more the merrier!
- Seek members from across your hospital: administrators, community relations, foundation/fundraising, nursing, facilities, unions, volunteers, physicians, etc.
- Hold a blood drive kick-off meeting with your team, Account Manager (AM) and senior leadership from hospital. (Senior leadership is critical to hospital blood donor campaign success!)
- Schedule sign-up or information tables. (We recommend multi-site, multi-day.)
- Ask for communication and support from hospital 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 signs for your employees and hospital visitors; entrances, time clocks, break areas, cafeteria or cafes, etc.
- Consider raffling something; a prime parking space for staff. (Perhaps your hospital CEO would donate his/hers for a week.)

Tweet and/or post your drive details via your social media and website.
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- Create an event on Facebook and invite us to co-host.
- Dedicate the blood drive to a blood recipient from your hospital or without giving patient names, share a blood usage story.

Share your hospital’s blood usage needs!
- Red blood cell needs by type, plasma, platelets, etc.

Day of blood drive.
- Display ‘Blood Drive Today’ signs.
- Involve your hospital volunteers to help spread the word to all areas of the hospital.
- Organize your volunteers to help.
- Blood drop mascot in lobby to invite donors to blood drive.
- Welcome donors and explain process.
- Escort donors.
- Assist in the refreshment area.
- Call donors who miss their appointments.

Post blood drive.
- Keep the good feelings going!
- Recognize your team.
- Thank blood donors.
- Share the results with all.
- Publicize the next blood drive date.

VICTOR spent eight years waiting for a new kidney and needed multiple transfusions during his organ transplant surgery.

1.800.933.2566
nybc.org

New York Blood Center

Facebook
Twitter
Instagram
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).