New York Police Department

Blood Drives

CHECKLIST FOR SUCCESS

Pick your day and date(s).
☐ Explore precinct activities and schedule to identify best opportunity for employees and community to participate.
☐ 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 location!
Location, Location, Location!
☐ Is there inside space (typically muster room) or do you require use of the NYBC Busmobile?
☐ For the bus: Space must be reserved at least two hours prior to the start of the blood drive orientation of the bus must ensure that donors enter and exit safely.
☐ Access to bathrooms must be convenient for NYBC staff and donors.

Form a committee.
The more the merrier!
☐ Since 1995, NYPD Commissioners have served on the NYBC Volunteer Leadership Team.
☐ The NYPD Commissioner’s Cup is awarded to the patrol borough donating the most pints of blood during the campaign year.
☐ Many NYPD blood drives are coordinated by Training Sergeants (TSgt).
☐ TSgts may have monthly meetings at Patrol Borough HQ, NYBC will seek opportunities to speak at these meetings when possible.
☐ Schedule NYBC Account Manager (AM) to speak at Roll Call prior to the blood drive or day of drive.
☐ Consider asking your top 10 blood donors to help spread the word or serve on a committee.
☐ Involve NYPD Explorers in the organization and promotion of the drive. If they meet at an alternative time, ask NYBC AM to present to Explorers.
☐ Show NYPD video when possible or new NYBC videos.
☐ Advertise in NYPD Bulletin.
☐ Determine if the precinct drive is open to the public.
☐ If open to the public, ensure that signage and flyers are given to neighboring organizations, schools, places of worship, fire houses, businesses, etc.
☐ NYPD chairperson best practices include: Set and agree on goal.

☐ Ask for communication and support from precinct command.
☐ Communicate with past blood donors. (Your AM will provide you with your donor list.)
☐ NYBC can send postcards to past donors.
☐ NYBC will send e-mail to all past donors 14 days prior to your drive.
☐ Consider a raffle prize from neighboring business, prime parking space, etc.
☐ Consider if there is opportunity to promote drive through social media or websites.
☐ Dedicate the Blood Drive to a Blood Recipient from Your Precinct or Share a Blood Usage Story.

Day of blood drive.
☐ Display “Blood Drive Today” signs within precinct and surrounding neighborhood.
☐ Make Roll Call announcements.
☐ Organize your volunteers to help:
☐ Welcome donors and explain process.
☐ Escort donors.
☐ Assist in the refreshment area.
☐ Call donors who miss their appointments.

Post blood drive.
☐ Recognize your team.
☐ Thank blood donors.
☐ Share the results with all.
☐ Publicize the next blood drive date.

CHRIS, a medically retired Marine, needed multiple transfusions to survive his two open heart surgeries.

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
  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.

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).

- 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.

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.

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.