

"In Honor of / Special Needs Blood Drives"

Checklist for Success

Pick Your Day & 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 from New York Blood Center (NYBC) 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.

Consider the Best Locations!

- We can help provide location options. Consider a business, place of worship, town hall, community center, library, fire house, school, etc.
- Discuss with your NYBC 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 often not available and/or reserved well in advance. Weekend drives tend to be morning into early afternoon.

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.

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.

Meet With Your NYBC AM to Make a Plan on How to "Get The Word Out!"

- We will design custom posters, postcards, e-mail, fliers, etc.
- Form a Committee
 - E-mail and call friends and family.
 - If part of business, school, parish, consider sending flier 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. After the blood drive, send these to the special individual and their family to let them know you're thinking about them.
- Plan to take photos.
- Invite the media (if appropriate and approved by the individual for whom you're hosting the drive.)
- Keep NYBC 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 or post your drive details via your social media and website and submit blood drive information to newspaper and radio station.

Day of Blood Drive Support Activities.

- 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

- Recognize your team.
- Thank your blood donors.
- Share the results with all.
- Consider making your blood drive a regular event.

Leah was diagnosed with leukemia when she was just 15 months old. She received chemotherapy and more than 50 transfusions of blood and platelets to support her treatment.