CHECKLIST FOR SUCCESS

Pick your day and date(s).

☐ Bloodstock scholarship blood drives can be scheduled at any time during the year, but must be either a new blood drive or an increased frequency blood drive (ie: a location that normally hosts two drives per year but adds a third as a Bloodstock drive).

☐ You need to have at least 4-6 weeks to plan.

☐ You must be enrolled in or headed off to a college or university.

☐ Most Bloodstock blood drives are held during the week from early afternoon into the evening.

☐ As you pick the right location and hours, your donors, friends and family will turn up to support you!

Consider the best locations!

☐ We can help provide location options. Consider a business, places of worship, town hall, library, fire house, schools, etc.

Choose the best hours.

☐ 4.5 or 6 hour blood drives (for example, 2:00 pm – 8:00 pm, or 4:00 pm – 8:30 pm).

☐ Weekend dates are most difficult to secure.

Bloodstock® scholarship criteria.

☐ You are partnered with and must meet with your Account Manager (AM).

☐ Bloodstock students may host more than one blood drive, however each blood drive must achieve the minimum # of donations in order for the student to receive scholarship award.

☐ # of Blood Donations: Scholarship Awards:

| 50+ | $500   |
| 30-49 | $250   |

☐ Your parents can help!

☐ Your friends can help!

☐ You may co-sponsor a blood drive, however, the scholarship award will be divided between the two co-chairs.

☐ You must be present at your blood drive and maintain contact with your AM through the planning process.

☐ Checks are made payable to the college/university/school and may not be made payable to the student.

Get the word out!

☐ Meet with your AM to make a plan on how to ‘get the word out!’

☐ Display signage.

☐ Call and/or e-mail friends and family.

☐ If part of business, school, parish, send notice to members.

☐ Keep your AM advised of the # of expected donors.

☐ 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 friends to help.

☐ Welcome donors and explain process.

☐ Escort donors.

☐ Assist in the refreshment area.

☐ Use the blood drop costume mascot to promote the drive.

Post blood drive.

☐ Thank your blood donors.

☐ Fill out the Bloodstock form to earn your scholarship check.

☐ Share the results with all.

☐ Consider making your blood drive a regular event.

GILLIAN needed 86 blood, platelet and plasma products to survive when she hemorrhaged during childbirth.
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.

New York Blood Center