CHECKLIST FOR SUCCESS

Pick your day and date(s).
- Explore your calendar of events to look for synergies with other events: school dances, plays or concerts, athletic events, open house or parents’ nights, etc. Then post on your district calendar!
- Remember, hosting a blood drive on or around holidays is especially important to meet patient needs.

Consider the best locations!
Location, Location, Location!
- Consider the school gym, auditorium, library, weight room, stage, etc.

Choose the best hours.
- Most Little Doctors Program blood drives start just after school ends and continue into the early evening.
- Remember, we need at least 90 minutes to set-up the blood drive. Please be sure that we have access to the site so that we will be ready for your faculty, staff and parents.

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

Form a committee.
The more the merrier!
- Seek members from across your school: student government leaders, faculty and staff members, athletes, club representatives, advisors, PTA, etc.
- Hold a blood drive planning meeting with your team and Account Manager (AM).
- Schedule sign-up or information tables during parent/teacher conferences, open house, athletic events, plays or school concerts.
- Schedule classroom presentations.
- Schedule your AM to speak at your faculty/staff meeting to learn about how students from all grades can participate; classroom assignments/projects, hand-made thank-you cards, craft area for younger children, poster projects for display in school/community, contests for best letter home to parents, etc.
- Send student drafted letter home to parents.
- Assign classroom projects such as ‘Educate 10 potential blood donors’ and ‘Design a poster.’
- Call past blood donors. Have a pizza and dial night to call your past 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.)
- Ask for parents to bake for the blood drive.

HAVE FUN – consider pairing your blood drive with Halloween, Election Day, Thanksgiving, December holidays, National Blood Donor Month, Valentine’s Day or even combine with a Locks for Love event.
- Tweet and/or post your drive details via your social media and website and submit blood drive information to school newspaper and radio station and don’t forget to photograph the planning and blood drive for the yearbook.
- Create an event on Facebook and invite us to co-host.
- Ask faculty and administration to speak about the blood drive during classes. Ask to speak at the faculty staff meeting, or PTA meeting.
- Dedicate the blood drive to a blood recipient from your school.

Day of blood drive.
- Display ‘Blood Drive Today’ signs.
- Organize your Little Doctors Program student volunteers (don’t forget the ‘scrubs’) to help.
- Welcome donors and explain process.
- Assist in the refreshment area.
- Use the blood drop costume mascot to promote the drive throughout the school.

Post blood drive.
- Keep the good feelings going!
- Submit your results to the District!
- Recognize your team and thank your blood donors.
- Share the results with all and publicize the next blood drive date.

At 15 months old KYLE was diagnosed with severe aplastic anemia. He’s had a mass amount of blood and platelet transfusions.

nybc.org
1.800.933.2566

New York Blood Center
Organizing A Blood Drive

**LET'S 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.

**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).

- Ensure blood center transportation and collection staff have access to the drive site, on the day of the 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.

**New York Blood Center**