

# College Blood Drives

## Checklist for Success

- Pick Your Date(s).** Depending on course schedules, some students may be on campus every other day; consider a multi-day blood drive to allow for maximum exposure.
  - Explore your calendar of events to look for synergies with other events: parents' weekend, intramural events, athletic matches, fraternity/sorority rush week, etc.
  - Brainstorm different date options with your committee and college leaders to help pick the best day(s).
  - 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 campus center, athletic buildings, dorms, common areas, etc.
  - Consider multiple locations!
- Establish Blood Drive Donation Goal.**
- Form a Committee.** The more the merrier!
  - Seek members from across your campus: student government leaders, faculty & staff members, club representatives, resident or dorm advisors, etc.
  - Hold a blood drive planning meeting with your team and NYBC Account Manager (AM).
  - Schedule sign-up or information tables. (We recommend multi-site, multi-day.)
  - Classroom announcements.
  - Call/text potential and 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.)
    - Use Web Scheduler (online scheduling tool).
    - Make reminder calls.
  - Display pre-drive signs in campus buildings, dorms and the community.
  - Seek give-away for donors from your campus dining facility or bookstore; ice-cream, free beverage, popcorn, etc.
  - Consider raffling a prime parking space for faculty and staff. (Perhaps your college president would donate his/hers for a week.)
  - Tweet or post your drive details via your social media and website.
  - Submit Blood Drive information to campus newspaper and radio station.
  - How does your campus communicate? Consider other creative ways to publicize the drive.
- Support from Your Faculty.** Spread the word! Ask faculty and administration to speak about the blood drive during classes and meetings. Seek members of the school who know firsthand the lifesaving value of blood donations and who can be motivating speakers.
- Dedicate the Blood Drive to a Blood Recipient from Your School.**
- Ask About our New York Blood Center Scholarship Opportunities.**
- Day of Blood Drive Activities.**
  - Display "Blood Drive Today" signs.
  - Organize your volunteers to help:
    - Welcome donors and explain process.
    - Escort donors.
    - Assist in the refreshment area.
  - Use the blood drop costume mascot to promote the drive across campus.
- 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.

*Michael* was born with a hole in his heart and had surgery at age 1 and again at age 20. Your blood donations were present for both surgeries.