CHECKLIST FOR SUCCESS

**Pick your day and date(s).**
- While Sundays or your day of worship can be ideal, weekend days should be reserved well in advance to ensure that they are available.
- Explore your congregation’s calendar of events to look for synergies with other events: group meetings, pancake breakfasts, children’s religious instruction days, book fairs, etc.
- Brainstorm different day of week and date options with both your committee and organization’s religious leader to help pick the day that is best for your establishment.
- Remember, hosting a blood drive on or around holidays is especially important to meet patient needs.

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

**Form a committee.**
- The more the merrier!
  - Seek members from across your congregation: leadership, youth group, other committees, etc.
  - Hold a blood drive planning meeting with your team and Account Manager (AM).
  - Schedule sign-up or information tables.

**Support from your leadership.**
- Speak at services, schedule pledge weekends. (Your AM is available for pulpit appeals if there is no one within your organization.)
- Speak at religious education classes.
- Reach out to your entire congregation to identify new blood donors and place special emphasis on calling 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 predict the right amount of staff and supplies to ensure optimal service and support.)
- Your AM will train you to use online scheduling tool and software.
- Make reminder calls.
- Display pre-drive signs.
- Tweet and/or post your drive details via your social media and website.
- Create an event on Facebook and invite us to co-host.
- Invite neighboring houses of worship or businesses.
- Seek community donations (newspapers, baked goods, etc.).
- Create bulletin/newsletter notice. (Go beyond the date, time and place – consider creative ways to publicize the drive.)
- Dedicate the blood drive to a blood recipient member of your congregation.

**School attached to your organization?**
- Ask about the Little Doctors Program®.
- Invite your AM to do classroom presentations.
- Involce the students! (Handmade posters, letters home to parents, day of drive volunteers, sign-up/information tables, etc.).
- Send notice home to parents.

**Scholarship opportunities.**
- Ask about our scholarship opportunities for youth.

**Day of blood drive.**
- Display ‘Blood Drive Today’ signs.
- Organize your volunteers to help.
- Welcome donors and explain process.
- Escort donors.
- Assist at refreshment area.

**Post blood drive.**
- Give thanks and praise!
- Recognize your team.
- Thank blood donors.
- Share the results with all.
- Publicize the next blood drive date.

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

**New York Blood Center**

[1.800.933.2566](tel:1.800.933.2566)

nybc.org
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.

**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.

**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.

**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).