

# Workplace Blood Drives

## Checklist for Success

- Pick Your Date(s).** Depending on the number of on-site employees, consider a multi-day blood drive to allow for maximum exposure.
  - Explore your calendar of events to look for synergies/conflicts with other events: sales deadlines, pay days, training or employee events, milestones, etc.
  - Remember, hosting a blood drive on or around holidays is especially important to meet patient needs.
- Consider the Best Locations!**

Location, Location, Location! Consider multiple locations that are most visible and populated for both your employees, community (if your drive is open to other businesses or visitors). These might include lobbies, auditorium, training rooms, cafeteria, etc.
- Establish Annual Blood Drive Campaign Goal.**
  - Set and communicate annual schedule.
  - Communicate targets across all departments.
  - Regularly share goals and results.
- Form a Committee.** The more the merrier!
  - Seek members from across your organization: administrators, department heads, human resources, communications, community relations, etc.
  - Hold a blood drive planning kick-off meeting with your team and NYBC Account Manager (AM).
  - Schedule sign-up or information tables. (We recommend multi-site, multi-day.)
  - Ask for communication and support from organization leadership.
    - All employee communication.
    - Challenge between departments.
  - Schedule NYBC representative to speak at senior leadership meeting.
  - Communicate with 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.
  - Consider the best locations for pre-drive signage for both your employees and outside visitors (e.g. entrances, time clocks, break areas, cafeteria, cafes, etc.).
  - Consider raffling something or offer small, inexpensive thank you gift.
  - Tweet and/or post your drive details via your social media, intranet and website.
  - Dedicate the blood drive to a blood recipient from your organization.
- Day of Blood Drive Activities.**
  - Display “Blood Drive Today” signs.
  - Reminder and “no show” calls.
  - Organize your volunteers to help:
    - Wear blood drop mascot costume to invite donors to blood drive.
    - Welcome donors and explain process.
    - Escort donors.
    - Assist in the refreshment area.
- Post Blood Drive.** Keep the good feelings going!
  - Recognize your team.
    - Consider a recognition event for both your committee, top blood donors, first time donors. NYBC will help you organize a recognition event!
  - Thank blood donors.
  - Share the results with all.
  - Publicize the next blood drive date.

*Joanna* has a medical condition requiring regular infusions of immune globulin which is derived from plasma donations.