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.

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).

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.

- 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
CHECKLIST FOR SUCCESS

Pick your day and 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!

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

Form a committee.
The more the merrier!
- Seek members from across your campus: student government leaders, faculty and staff members, club representatives, resident or dorm advisors, etc.
- Hold a blood drive planning meeting with your team and 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.)
- Your AM will train you to use online scheduling tool and software.

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.

Blood drive dedication.
- Dedicate the blood drive to a blood recipient from your school.

Scholarship opportunities.
- Ask about our scholarship opportunities.

Day of blood drive.
- 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.

Thanks to multiple transfusions, LAUREN survived her heart transplant surgery and is now attending medical school.

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New York Blood Center
CHECKLIST FOR SUCCESS

Pick your day and date(s).
☐ Explore your calendar of events to look for synergies with other events.
☐ Remember, hosting a blood drive on or around holidays is especially important to meet patient needs.

Consider the best locations!
Location, Location, Location!
☐ Community blood drives include libraries, fire departments, festivals/health fairs, etc.
☐ Consider the best location for your potential donors and the community.

Choose the best hours.
☐ Most community blood drives are scheduled Monday to Friday from early afternoon into the evening.
☐ Weekend dates are most difficult to secure.

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

Form a committee.
The more the merrier!
☐ Seek members from across your organization to help!
☐ Consider opportunities to promote your need for a committee or co-chair; monthly meetings, training, holiday events, etc.
☐ Hold a blood drive planning meeting and brainstorming session with your team and Account Manager (AM).
☐ Ask each member to recruit donors, set a goal and offer a prize for the member that signs up the most!
☐ Consider locations/events to conduct sign-up or information tables either at your organization or within the community.
☐ Consider other organizations that might participate or share the venue and be willing to spread the word (e.g., Boy/Girl Scouts, health clubs, fraternal organizations).
☐ Schedule AM for any speaking opportunities within your organization; monthly meeting, training, leadership meetings, youth group.
☐ Consider opportunities to send notice to your membership via direct mail or e-mail.
☐ Call past blood donors and your membership list. 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.)

Invite neighboring organizations, businesses, etc.

HAVE FUN – consider pairing your blood drive with a holiday or special event; Halloween, Election Day, Thanksgiving, December holidays, National Blood Donor Month, Valentine’s Day.
☐ Tweet and/or post your drive details via your social media and website.
☐ Create an event on Facebook and invite us to co-host.
☐ Post your drive on the community calendars of all local media.
☐ Dedicate the blood drive to a blood recipient from your organization.

Day of blood drive
☐ Display ‘Blood Drive Today’ signs both around the location and within the organization.
☐ Make reminder calls and ‘no show’ calls.
☐ 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.

Post blood drive.
☐ Keep the good feeling going!
☐ Recognize your team and thank your blood donors.
☐ Share the results with all and publicize the next blood drive date.
Faith-Based Blood Drives

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.
- 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.

Support from your leadership.
- Spread the word! Ask religious leaders to speak about the blood drive during services. Seek members of the congregation who know first hand the lifesaving value of blood donations and who can be motivating speakers.

School attached to your organization?
- Ask about the Little Doctors Program®.
- Invite your AM to do classroom presentations.
- Involve 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.

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

CHECKLIST FOR SUCCESS

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. (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.)
- Your AM will train you to use online scheduling tool and software.
- Display pre-drive signs in campus buildings, dorms and the community.
- Seek give-away for donors from your school cafeteria or local businesses (especially those frequented by your students). Consider bagels, donuts, ice-cream, etc.
- Consider raffling a prime parking space for faculty, staff and students, (perhaps your principal would donate his/hers for a week) or raffle prom tickets, yearbook or other items.
- Tweet and/or post your drive details via your social media and website.

Support from your faculty.
- Spread the word! Ask faculty and administration to speak about the blood drive during classes.
- Ask to speak at the faculty-staff meeting, or PTA meeting.

Scholarship opportunities.
- Ask about our high school and Bloodstock® scholarship opportunities.

Day of blood drive.
- 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 feeling going!
- Recognize your team.
- Thank blood donors.
- Share the results with all.
- Publicize the next blood drive date.

Pick your day and date(s).
- Explore your calendar of events to look for synergies or conflicts with other events: homecoming weekend, school dances/prom, athletic events, concerts, school plays, open house, exams or field trips.
- Consider a multi-day drive to capture the varying class schedules (A & B days, odd/even).
- Brainstorm different date options with your committee and school administrators to help pick the best day(s). Ask about our summer High School Reunion Blood Drives!
- 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. (If indoor space is unavailable, ask about using a busmobile in your parking lot.)

Choose the best hours.
- Check bus arrival and dismissal schedules.
- Consider inviting parents and the community after the school day.

Emily needed 138 transfusions to survive a car accident.
‘In Honor of’/Special Needs Blood Drives

CHECKLIST FOR SUCCESS

Pick your day and date(s).

☐ When scheduling a blood drive in honor of a special friend or loved one who is ill and using blood, time is of the essence.

☐ Most blood drives should be scheduled with at least 4-6 weeks lead time, however, ‘In Honor of’ and ‘Special Needs’ blood drives can often be organized in a much tighter timeframe.

☐ Find out what dates are available with special attention to the number of anticipated donors.

☐ Don’t worry about weekdays versus weekends because as long as you pick the right hours, your donors, friends and family will turn up to support a loved one.

Consider the best locations!

☐ We can help provide location options. Consider a business, place of worship, town hall, community center, library, firehouse, school, etc.

☐ Discuss with your Account Manager (AM) the size of site needed to accommodate your donors.

Choose the best hours

☐ Weekday drives should generally be early afternoon into the evening.

☐ Weekend dates are most difficult to secure.

Tell us about the individual.

☐ Tell us about the individual, their age, family, circumstances, illness, hospital where they are being treated so that we can help design custom marketing materials.

Consent form.

☐ Sign the consent form to allow us to create materials for you to promote the blood drive using the name of your friend or loved one.

Get the word out!

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

☐ We will design custom posters, postcards, e-mail, flyers, etc.

Form a committee.

☐ E-mail and call friends and family.

☐ If part of business, school, parish, consider sending flyers home to families.

☐ Display signage.

☐ Design a large ‘Get Well Soon’ card for donors to sign, or individual ‘You were in my thoughts today, so I gave blood’ cards.

☐ Plan to take photos for family or social media.

☐ Invite the media (if appropriate and approved by the individual for whom you’re hosting the drive.)

☐ Keep your AM advised of the # of expected donors. These special blood drives tend to be very large and we need to be prepared with the right number of staff, supplies and proper set-up.

☐ Tweet and/or 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 your volunteers to help.

☐ Welcome donors and explain process.

☐ Remind donors to sign card or fill out ‘Thinking of You’ cards.

☐ Escort donors.

☐ Assist in the refreshment area.

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

Post blood drive.

☐ After the blood drive, send the signed ‘Get Well Soon’ card to the special individual and their family to let them know you’re thinking about them.

☐ Recognize your team.

☐ Thank your blood donors.

☐ Share the results with all.

☐ Consider making your blood drive a regular event.

SHATERA suffers from sickle cell disease. She needs blood transfusions two – three times a year, sometimes more. Blood donors continue to keep Shatera alive.

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New York Blood Center
VICTOR spent eight years waiting for a new kidney and needed multiple transfusions during his organ transplant surgery.

CHECKLIST FOR SUCCESS

**Pick your day and date(s).**
- Consider a multi-day blood drive to allow for maximum exposure.
- Explore your calendar of events to look for synergies/conflicts with other events: fundraisers, employee events, milestones, etc.
- Schedule blood donor campaign dates and space for entire year.
- 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 your employees and visitors.
- These might include lobbies, auditorium, training rooms, cafeteria, etc.

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

**Form a committee.**
*The more the merrier!*
- Seek members from across your hospital: administrators, community relations, foundation/fundraising, nursing, facilities, unions, volunteers, physicians, etc.
- Hold a blood drive kick-off meeting with your team, Account Manager (AM) and senior leadership from hospital. (Senior leadership is critical to hospital blood donor campaign success!)
- Schedule sign-up or information tables. (We recommend multi-site, multi-day.)
- Ask for communication and support from hospital leadership.
- All employee communication.
- Challenge between departments.
- Schedule a 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.)
- Your AM will train you to use online scheduling tool and software.
- Make reminder calls.
- Consider the best locations for pre-drive signs for your employees and hospital visitors; entrances, time clocks, break areas, cafeteria or cafes, etc.
- Consider raffling something: a prime parking space for staff. (Perhaps your hospital CEO would donate his/hers for a week.)

**Tweet and/or post your drive details via your social media and website.**
- Tweet and/or post your drive details via your social media and website.
- Create an event on Facebook and invite us to co-host.
- Dedicate the blood drive to a blood recipient from your hospital or without giving patient names, share a blood usage story.

**Share your hospital’s blood usage needs!**
- Red blood cell needs by type, plasma, platelets, etc.

**Day of blood drive.**
- Display ‘Blood Drive Today’ signs.
- Involve your hospital volunteers to help spread the word to all areas of the hospital.
- Organize your volunteers to help.
- Blood drop mascot in lobby to invite donors to blood drive.
- Welcome donors and explain process.
- Escort donors.
- Assist in the refreshment area.
- Call donors who miss their appointments.

**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.

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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.

Little Doctors Program® Blood Drives

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

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New York Blood Center
**PTA Blood Drives**

**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 concerns, 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 PTA blood drives begin just after the school day 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 to work with the PTA: student government leaders, faculty and staff members, athletes, club representatives, advisors, etc.
  - Schedule table at ‘Meet the Teacher Night’ to hand out information about the upcoming blood drive and to recruit committee members to help.
  - Hold a blood drive planning meeting with your team and Account Manager (AM) and be sure to include the principal!
  - 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 the PTA or faculty/staff meeting to learn about how students, faculty/staff, parents and the community 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.
  - 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, etc.
  - 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.
  - Dedicate the blood drive to a blood recipient from your school.
  - Support from faculty. Spread the word! Ask faculty and administration to speak about the blood drive during classes.

- **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 feeling going!
  - Submit your results to the District!
  - Recognize your team & thank your blood donors.
  - Share the results and publicize the next blood drive date.

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**THERESE suffers from Sickle Cell disease. Blood donors have kept her alive since she was diagnosed as child and she continues to need blood when she has a Sickle Cell crisis.**
Skyscraper or Building Blood Drives

CHECKLIST FOR SUCCESS

Pick your day and date(s).
- Consider a multi-day blood drive to allow for maximum exposure.
- Explore your calendar of events to look for synergies with other tenants.
- 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 to building employees and visitors (if your drive is open to other businesses or visitors). These might include lobbies, auditorium, training rooms, cafeteria, etc.
- If you are considering a vacant space, we must inspect the location to be sure that it meets strict FDA requirements.

Blood donor campaign goal.
- Set and communicate annual schedule.
- Communicate targets across all tenants (utilize posters, tent cards, etc.).
- Regularly share goals and results.

Form a committee.
The more the merrier!
- Seek members from building owner/management company, from each tenant in the building.
- Include representatives from administrators, department heads, facilities, human resources, communications, community relations, etc.
- Hold a blood drive planning kick-off meeting with the team and Account Manager (AM).
- Schedule sign-up or information tables. (We recommend multi-site, multi-day.)
- Ask for communication and support from building management.
- Building wide communication.
- Challenge between departments.
- 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.)
- Your AM will train you to use online scheduling tool and software.
- Make reminder calls.
- Consider the best locations for pre-drive signage for both building employees and outside visitors (e.g. entrances, time clocks, break areas, cafeteria, cafes, etc.).
- Utilize captivate screens and work order systems to publicize drive details.
- Consider raffling something or a small, inexpensive give-away.
- Tweet and/or post your drive details via your social media, intranet and website.
- Dedicate the blood drive to a blood recipient from the building.

Day of blood drive.
- Display ‘Blood Drive Today’ signs.
- Reminder emails to tenant contacts.
- 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 feeling going!
- Recognize your team.
- Thank blood donors, tenant contacts, and your security and facilities teams.
- Share the results with all.
- Publicize the next blood drive date.

Blood recipients like JEFF, a firefighter severely injured in a fire, are counting on your blood donations.

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CHECKLIST FOR SUCCESS

Pick your day and 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 location!
Location, Location, Location!
- Consider multiple locations that are most visible and populated for both your employees and the 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 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 a 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.)
- Your AM will train you to use online scheduling tool and software.
- Make reminder calls.

Day of blood drive.
- 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. We will help you organize a recognition event!
- Thank blood donors.
- Share the results with all.
- Publicize the next blood drive date.

ARIEL has received over 70 transfusions, during 11 operations, as he lost both his legs when a car ran into him while dropping his daughter off at school.

nybc.org
1.800.933.2566

New York Blood Center
New York Police Department
Blood Drives

CHECKLIST FOR SUCCESS

Pick your day and date(s).
☐ Explore precinct activities and schedule to identify best opportunity for employees and community to participate.
☐ Schedule blood donor campaign dates and space for entire year.
☐ Remember, hosting a blood drive on or around holidays is especially important to meet patient needs.

Consider the best location!
Location, Location, Location!
☐ Is there inside space (typically muster room) or do you require use of the NYBC Busmobile?
☐ For the bus: Space must be reserved at least two hours prior to the start of the blood drive orientation of the bus must ensure that donors enter and exit safely.
☐ Access to bathrooms must be convenient for NYBC staff and donors.

Form a committee.
The more the merrier!
☐ Since 1995, NYPD Commissioners have served on the NYBC Volunteer Leadership Team.
☐ The NYPD Commissioner’s Cup is awarded to the patrol borough donating the most pints of blood during the campaign year.
☐ Many NYPD blood drives are coordinated by Training Sergeants (T Sgt).
☐ T Sgmts may have monthly meetings at Patrol Borough HQ, NYBC will seek opportunities to speak at these meetings when possible.
☐ Schedule NYBC Account Manager (AM) to speak at Roll Call prior to the blood drive or day of drive.
☐ Consider asking your top 10 blood donors to help spread the word or serve on a committee.
☐ Involve NYPD Explorers in the organization and promotion of the drive. If they meet at an alternative time, ask NYBC AM to present to Explorers.
☐ Show NYPD video when possible or new NYBC videos.
☐ Advertise in NYPD Bulletin.
☐ Determine if the precinct drive is open to the public.
☐ If open to the public, ensure that signage and fliers are given to neighboring organizations, schools, places of worship, fire houses, businesses, etc.
☐ NYPD chairperson best practices include: Set and agree on goal.

Ask for communication and support from precinct command.
☐ Communicate with past blood donors. (Your AM will provide you with your donor list.)
☐ NYBC can send postcards to past donors.
☐ NYBC will send e-mail to all past donors 14 days prior to your drive.
☐ Consider a raffle prize from neighboring business, prime parking space, etc.
☐ Consider if there is opportunity to promote drive through social media or websites.
☐ Dedicate the Blood Drive to a Blood Recipient from Your Precinct or Share a Blood Usage Story.

Day of blood drive.
☐ Display “Blood Drive Today” signs within precinct and surrounding neighborhood.
☐ Make Roll Call announcements.
☐ Organize your volunteers to help:
☐ Welcome donors and explain process.
☐ Escort donors.
☐ Assist in the refreshment area.
☐ Call donors who miss their appointments.

Post blood drive.
☐ Recognize your team.
☐ Thank blood donors.
☐ Share the results with all.
☐ Publicize the next blood drive date.

CHRIS, a medically retired Marine, needed multiple transfusions to survive his two open heart surgeries.

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