High School Blood Drives

CHECKLIST FOR SUCCESS

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.

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.

EMILY needed 138 transfusions to survive a car accident.

1.800.933.2566
nybc.org

New York Blood Center
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...

☐ 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).

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.

New York Blood Center