Find the hero in you.

United Blood Services
www.UnitedBloodServices.org

Approximately half of the nation's blood supply is collected at blood drives like yours. Find the hero in you! Sponsor 3 blood drives a year.

Blood Drive Success

A Guide for High School Blood Drive Coordinators

Blood Drive: _____

Time/Date: _____

_____

Location: _____

_____

Goal: _____

Checklist for Success

Target Dates:

Build a super recruitment team! Your organization may be sponsoring the drive, but you can still bring in athletes, student government leaders, faculty members, other club representatives, etc. Include younger students so they have experience to coordinate future drives. Some schools have a meeting of all organization presidents or chairpersons to encourage them to invite their members to donate.

Generate publicity! Ask for announcements in the school newspaper, the school Web site and on the PA system. Give 5-minute speeches in classrooms to explain the drive and ask for support. Announce the drive on the marquee. Hang posters and place tent cards in gathering areas. Arrange to show videos from United Blood Services in classrooms, at an assembly or in study hall. Staff information tables and hand out United Blood Services literature in major traffic areas. Send an email or a letter, flier or postcard to all juniors and seniors to let them know about the upcoming drive. Work with the librarian to prepare a display or book exhibit in the library or in hall display cases. Post bulletins or send invitations through social media sites; be sure to link to www.UnitedBloodServices.org so people can make their appointment online.

Create excitement! Promote a "FUN" day for recruiting: maybe all who have appointments to donate could wear red. Encourage competition: boys vs. girls, band vs. chorus, etc. You could even compete with a cross-town rival to see which school can recruit the most donors. Use a large thermometer in a main hall or cafeteria to mark progress toward your goal as people sign up to donate. Hang banners in the gym, halls or parking lot.

Don't forget the faculty! Involve the school nurse to the extent that he or she is willing. Keep faculty—especially club and organization advisors—informed and invite them to donate. Place tent cards and posters in the faculty lounges and offices.

Schedule appointments. Appointments are critical! They help keep traffic at the blood drive moving smoothly. What's more, people who have appointments are more likely to participate. Donors can make their own appointments at www.UnitedBloodServices.org and they'll get an appointment confirmation, links to useful information and a friendly reminder before the drive. In addition, you can staff an information table a few days before the drive and schedule appointments on the spot with a laptop and internet connection. If donors don't have email access, be sure they get a card confirming their appointment, and plan to make reminder calls the day before the blood drive. When donors keep their online appointment, they'll receive bonus points toward thank-you gifts in the "Hero in Me" donor rewards program.

Help donors have a great experience. Remind them to bring ID. Those who are 16 (and 17, depending on your state or school requirements) must have a signed parental consent form. Invite donors to double-check donor qualifications at www.UnitedBloodServices.org (there are special height/weight requirements for donors 22 and younger). Encourage them to eat healthy meals and drink plenty of water the day before and the day of the blood drive.

Follow up! Make sure the committee and the blood drive are included in the yearbook. Ask the newspaper to run pictures from the drive along with the results. Create an honor roll of those who volunteered to donate and post it in a central location before and after the drive. Ask the principal to write a thank-you letter that you can send to all donors. Thank everyone involved, using PA announcements, newspaper stories, thank-you notes, awards, etc.