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 Hospital Blood Drive Coordinators

Blood Drive: _____

Time/Date: _____

_____

Location: _____

_____

Goal: _____

Checklist for Success

Build a blood drive team! The most effective recruitment teams are made up of enthusiastic representatives from all areas of the hospital: nursing, medical, laboratory and support staffs. That's because peer recruitment (a one-to-one invitation to a co-worker to donate) is the best way to get people to turn out for a blood drive. Ask each member of your team to set a goal for the number of people they will sign up with a donation appointment.

Show administration's support. A letter of endorsement from the administrator to all staff can help create a positive climate for the blood drive. Some hospital newsletters and intranets run a photo of a senior leader donating blood at a recent drive or at the blood center, along with an article explaining how easy and important it is to donate.

Consider convenience. Schedule the drive to cover shift changes. Some hospitals run drives during the "swing" and "graveyard" shifts to accommodate all employees.

Get the word out! Use internal mail to distribute fliers and pledge cards. They can even be enclosed with paychecks! Put up posters in gathering places or use email to send out reminders. Promote the drive at management, department or staff meetings. United Blood Services can provide camera-ready art and packaged stories for your newsletter and intranet, or you may want to spotlight patients who have received lifesaving blood transfusions.

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

Celebrate success! Take pictures at the drive to post on the bulletin board or intranet or to print in the newsletter. Report blood drive results to administration and in the newsletter, and mention the date of the next drive so everyone can make their appointments and mark their calendars. Hold a special event (as formal as a luncheon or as low-key as a coffee break) to honor donors.

Target Dates: