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 Workplace Blood Drive Coordinators

Blood Drive: _____

Time/Date: _____

_____

Location: _____

_____

Goal: _____

Checklist for Success

Target Dates:

Build a blood drive team! The most effective recruitment teams are made up of enthusiastic representatives from each department or work-group. 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 management's support! A letter of endorsement from senior management to all employees can help create a positive climate for the blood drive. Some company newsletters and intranets run a photo of a senior manager donating blood at a recent drive or at the blood center, along with an article explaining how easy and important it is to give.

Get the word out! Use email to invite all staff to get involved and use our online scheduling system to invite previous donors to make their appointments online. Use internal mail to distribute fliers and pledge cards to co-workers who don't have email access at work. Put up posters in gathering places like the employee entrance, the lunchroom or the time clock. Promote the drive at management, department or union meetings. The blood center can provide graphics and packaged stories for your newsletter. We also have materials for a display case or table.

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. Put up a thank-you poster at the drive and invite all who participate to sign it, and then leave the poster up for several days for everyone to see. Report blood drive results to administration and in the newsletter, and mention the date of the next drive so everyone can mark their calendars. Hold a special event (as formal as a luncheon or as low-key as a coffee break) for senior management to honor donors.