

## **Planning a Blood Drive**

### Schedule the blood drive

1. Plan ahead – contact your local LifeShare Blood Centers first.
2. You and your donor recruiter will determine a date, hours of the drive, blood drive location and a blood drive goal.
3. Choose the day of the week that is best for your organization/business. For example, what day of the week will the most people be there and available to donate blood?
4. Choose hours when the most people can give.
5. Set a reasonable number of blood donations that you expect your group can achieve.
6. Ask people to sign up in advance to give blood at the drive.
7. Find the best location to have the drive. You will need a large enough room to accommodate the expected number of donors or a mobile donor coach with adequate space to park and for the donor coach to be easily accessible by donors.

### Promote your blood drive

1. If possible, schedule a meeting with your Donor Recruiter 4-6 weeks in advance. This gives you and your Donor Recruiting time to work together to plan and promote your blood drive.
2. Your Donor Recruiter will bring posters and fliers printed with blood drive date, time and location to post and hand out to potential donors. Also available are prepared announcements to be read over the loudspeaker, as well as tent cards and outdoor signs.
3. If possible, appoint a Blood Drive Coordinating Committee to help promote the blood drives and recruit donors.
4. Involve your local media. Your Donor Recruiter can assist you in preparing public service announcements.
5. Call and e-mail potential donors to remind them of the drive.
6. Post blood drives in internal newsletters/bulletins.
7. Put together a calling committee to call donors the day before the blood drive.
8. Get the community involved. Ask for additional incentives/giveaways for donors.

9. Set up speaking opportunities for yourself and/or your Donor Recruiter. For example, safety meetings, department meetings, luncheons, civic groups, etc.
10. Ask for volunteers to help at the blood drive. Volunteers can help with registration, traffic flow, and refreshments during the drive.
11. Schedule donors. Asking people to sign up for a blood donation ahead of time helps ensure a successful blood drive by adding a level of commitment from those who sign up.

#### Prepare your blood drive location

- For indoor blood drives
  1. Is the room unlocked, clear of furniture and clean for the technicians to come in and set up for the blood drive?
  2. Is there adequate light, heat and air-conditioning for a safe environment in which to donate?
  3. Is there access to multiple 3-prong electrical outlets?
  4. Are there several large wastebaskets available?
  5. Are there two tables and 6-10 chairs available?
  6. Have arrangements been made for the LifeShare van to park for unloading at a place easily accessible to the blood drive room?
  7. Where should the van park after unloading?
- For mobile donor coach drives
  - Has reserved parking been arranged in a location safely and easily accessible by donors?
- Upon the Collection Staff Arrival
  1. Direct staff where to park the van after unloading.
  2. Provide staff with the schedule of those who signed up to give blood.
  3. Inform the LifeShare staff of the nearest water fountain and restrooms.