

# Hospital Blood Drives

## Checklist for Success

- Pick Your Date(s).** Consider a multi-day blood drive to allow for maximum exposure.
  - Explore your calendar of events to look for synergies/conflicts with other events: fund raisers, employee events, milestones, etc.
  - Schedule blood donor campaign dates and space for entire year.
  - Remember, hosting a blood drive on or around holidays is especially important to meet patient needs.
- Consider the Best Locations!**
  - Location, Location, Location! Consider multiple locations that are most visible and populated for your employees and visitors. These might include lobbies, auditorium, training rooms, cafeteria, etc.
- Establish Campaign and Drive Goals.**
- Form a Committee.** The more the merrier!
  - Seek members from across your hospital: administrators, community relations, foundation/fund raising, nursing, facilities, unions, volunteers, physicians, etc.
  - Hold a blood drive kick-off meeting with your team, NYBC Account Manager (AM) and senior leadership from hospital. (Senior leadership is critical to hospital blood donor campaign success!)
  - Schedule sign-up or information tables. (We recommend multi-site, multi-day.)
  - Ask for communication and support from hospital leadership.
    - All employee communication.
    - Challenge between departments.
  - Schedule NYBC representative to speak at senior leadership meeting.
  - Communicate with 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.)
    - Use Web Scheduler (online scheduling tool).
    - Make reminder calls.
  - Consider the best locations for pre-drive signs for your employees and hospital visitors; entrances, time clocks, break areas, cafeteria or cafes, etc.
  - Consider raffling something; a prime parking space for staff. (Perhaps your hospital CEO would donate his/hers for a week.)
  - Tweet and/or post your drive details via your social media and website.
  - Dedicate the blood drive to a blood recipient from your hospital or without giving patient names, share a blood usage story.
- Share Your Hospital's Blood Usage Needs!** Red Blood Cell needs by type, Plasma, Platelets, etc.
- Day of Blood Drive Activities.**
  - Display "Blood Drive Today" signs.
  - Involve your hospital volunteers to help spread the word to all areas of the hospital.
  - Organize your volunteers to help:
    - Blood drop mascot in lobby to invite donors to blood drive.
    - Welcome donors and explain process.
    - Escort donors.
    - Assist in the refreshment area.
    - Call donors who miss their appointments.
- Post Blood Drive.** Keep the good feelings going!
  - Recognize your team.
  - Thank blood donors.
  - Share the results with all.
  - Publicize the next blood drive date.

*Krishna* lost a leg in a shark attack while on vacation for his 10th wedding anniversary. He required dozens of units of blood to help save his life.