

Community Blood Drives

Checklist for Success

Pick your Day & Date(s).

- Explore your calendar of events to look for synergies with other events.
- Remember, to meet patient needs, we especially need organizations to host drives on or around holidays.

Consider the best locations!

- Community blood drives include libraries, fire departments, festivals/health fair, etc.
- Location, Location, Location! Consider the best location for your potential donors and the community.

Choose the best hours.

- Most community blood drives are scheduled Monday to Friday from early afternoon into the evening.
For example 3:00 – 9:00 pm, or 4:00 – 8:30 pm.
- Weekend dates are most difficult to secure and are reserved well in advance.

Establish blood drive donation goal.

Form a Committee. The more the merrier!

- Seek members from across your organization to help!
- Consider opportunities to promote your need for a committee or co-chair; monthly meetings, training, holiday events, etc.
- Hold a blood drive planning meeting and brainstorming session with your team and NYBC Account Manager (AM).
- Ask each member to recruit donors, set a goal and offer a prize for the member that signs up the most!
- Consider locations/events to conduct sign-up or information tables either at your organization or within the community.
- Consider other organizations that might participate and /or share the venue and be willing to spread the word:
e.g.: Boy/Girl Scouts, health clubs, fraternal organizations.
- Schedule NYBC Account Manager for any speaking opportunities within your organization; monthly meeting, training, leadership meetings, youth group.
- Consider opportunities to send notice to your membership via direct mail or via e-mail.
- Call past blood donors and your membership 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).
- Invite neighboring organizations, businesses, etc.
- HAVE FUN** – consider pairing your blood drive with a holiday or special event; Halloween, Election Day, Thanksgiving, December holidays, National Blood Donor Month, Valentine’s Day.
- Tweet or post your drive details via your social media and website.
- Post your drive on the community calendars of all local media.
- Dedicate the blood drive to a blood recipient from your organization.

Day of Blood Drive Support. (Committee Duties Day of Blood Drive).

- Display “Blood Drive Today” signs both around the location and within the organization.
- Make reminder calls and “no show” calls.
- Volunteer activities
 - Welcome donors and explain process.
 - Escort donors.
 - Assist in the refreshment area.
- Use the blood drop costume mascot to promote the drive.

Post blood drive. Keep the good feeling going!

- Recognize your team and thank your blood donors.
- Share the results with all and publicize the next blood drive date.

Rafaello was diagnosed with leukemia at age 2. He received chemotherapy along with 36 transfusions of blood components.