

Faith-Based Blood Drives

Checklist for Success

- Pick Your Day and Date.** While Sundays or your day of worship can be ideal, weekend days should be reserved well in advance to ensure that they are available.
 - Explore your congregation's calendar of events to look for synergies with other events; women's group meetings, pancake breakfasts, children's religious instruction days, book fair, etc.
 - Brainstorm different day of week and date options with both your committee and organization's religious leader to help pick the day that is best for your establishment.
 - Remember, to meet patient needs, hosting a blood drive on or around holidays is especially important.
- Establish Blood Drive Donation Goal.**
- Form a Committee** The more the merrier!
 - Seek members from across your congregation; leadership, Youth Group, other committees, etc.
 - Hold a blood drive planning meeting with your team and NYBC Account Manager (AM).
 - Schedule sign-up or information tables.
 - Speak at services, schedule pledge weekends. (Your AM is available for pulpit appeals if there is no one within your organization.)
 - Speak at religious education classes.
 - Reach out to your entire congregation to identify new blood donors and place special emphasis on calling 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 predict the right amount of staff and supplies to ensure optimal service and support.)
 - Use Web Scheduler (online scheduling tool).
 - Make reminder calls.
 - Display pre-drive signs.
 - Post on your social media and website.
 - Invite neighboring houses of worship or businesses.
 - Seek community donations (newspapers, baked goods, etc.).
 - Create Bulletin/ Newsletter notice. (Go beyond the date, time and place – consider creative ways to publicize the drive.)
 - Dedicate the blood drive to a blood recipient member of your congregation.
- Support from Your Leadership.** Spread the word! Ask religious leaders to speak about the blood drive during services. Seek members of the congregation who know firsthand the lifesaving value of blood donations and who can be motivating speakers.
- School Attached to Your Organization?**
 - Ask about New York Blood Center's **Little Doctors Program®**.
 - Invite your AM to do classroom presentations.
 - Involve the students! (Handmade posters, letters home to parents, day of drive volunteers, sign-up/information tables, etc.).
 - Send notice home to parents.
- Ask About our New York Blood Center Scholarship Opportunities for Youth.**
- Day of Blood Drive Activities.**
 - Welcome donors and explain process.
 - Escort donors.
 - Assist at refreshment area.
- Post Blood Drive.** Give thanks and praise!
 - Recognize your team.
 - Thank blood donors.
 - Share the results.
 - Publicize the next blood drive date.

Leah was diagnosed with leukemia when she was just 15 months old. She received chemotherapy and more than 50 transfusions of blood and platelets to support her treatment.