

Skyscraper or Building 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 with other tenants.
 - 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 to building employees and visitors (if your drive is open to other businesses or visitors). These might include lobbies, auditorium, training rooms, cafeteria, etc.
- If you are considering a vacant space, we must inspect the location to be sure that it meets strict FDA requirements.

- Establish a Blood Donor Campaign Goal.**

- Set and communicate annual schedule.
- Communicate targets across all tenants (utilize posters, tent cards, etc.).
- Regularly share goals and results.

- Form a Committee.** The more the merrier!

- Seek members from building owner/management company, from each tenant in the building.
- Include representatives from administrators, department heads, facilities, human resources, communications, community relations, etc.
- Hold a blood drive planning kick-off meeting with the team and NYBC Account Manager (AM).
- Schedule sign-up or information tables. (We recommend multi-site, multi-day.)
- Ask for communication and support from organization leadership.
 - All employee communication.
 - Challenge between departments.
- 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 signage for both building employees and outside visitors (e. g. entrances, time clocks, break areas, cafeteria, cafes, etc.).
- Utilize *Captivate* screens and work order systems to publicize drive details.
- Consider raffling something or small, inexpensive give-away.
- Tweet and/or post your drive details via your social media, intranet and website.
- Dedicate the blood drive to a blood recipient from the building.

- Day of Blood Drive Activities.**

- Display “Blood Drive Today” signs.
- Reminder emails to tenant contacts.
- Organize your volunteers to help:
 - Wear blood drop mascot costume to invite donors to blood drive.
 - Welcome donors and explain process.
 - Escort donors.
 - Assist in the refreshment area.

- Post Blood Drive.** Keep the good feeling going!

- Recognize your team.
- Thank blood donors, tenant contacts, and your security and facilities teams.
- Share the results with all.
- Publicize the next blood drive date.

Stacey suffers from sickle cell anemia and has received blood transfusions 2-3 times each year since age 11.