



# Hosting a Blood Drive

## *What do I do?*

**CBSI  
provides  
the tools  
your  
organization  
will  
need  
to host  
a  
Blood  
Drive  
but  
YOU  
are the  
key  
to its  
overall  
success.**

The best way to ensure that your drive will be organized and well planned is to enlist top-down support from your organization's leaders. Appoint a Drive Coordinator and an enthusiastic Drive Committee (if possible) and provide access to your members or donors for one-on-one requests to give blood. In addition, we recommend the following eight steps to ensure a successful event:

Steps:

1. With your Donor Relations Coordinator schedule a convenient date and time when most of your prospective donors would be likely to attend. Select an appropriate space and reserve it. You have three different drive participation options.
  - **Mobile** - Inside setup: Secure a large space such as a conference room, gymnasium, etc. with adequate lighting, electrical outlets, temperature control and access to rest rooms. You will also need tables and chairs for the registration and refreshment areas. This type of Drive is usually 4 - 5 hours long but can be shorter or longer.
  - **Mobile Coach/Blood Mobile**: You will need a level parking area spanning 4 - 5 level parking spaces located within 50 feet of your facility, access to rest rooms, running water, and possibly a space inside your building for donors to register. Again this drive usually ranges between 4 - 5 hours long.
  - **Co-sponsorship**: You can also opt to send your members/employees to a location within close proximity of yours to give blood
2. If applicable, organize your Blood Drive Team. The Committee will determine effective strategies for recruiting donors and creating awareness of the blood drive. They can also prepare the Drive site and can recruit volunteers to assist on the day of the drive. (This is not a requirement to host a drive but can be an effective way to make your drive a success.)
3. Plan the Drive. Determine your goals, objectives and strategies. \*Your Donor Relations Coordinator will help you with this step.\*
4. Publicize the drive. Your Donor Relations Coordinator will help you decide how to best market and publicize your drive to your group.
5. Recruit and schedule donors, top-down support and one-on-one requests are critical.
6. Hold the drive! If possible check in with staff the day of the drive to make sure setup is adequate and everything is running smoothly.
7. Recognize your blood donors and the blood drive committee (if applicable). Your Donor Relations Coordinator can help you do this in a variety of ways - just ask!
8. Conduct a post drive evaluation and schedule your next drive.

**Please remember to consult your Donor Relations Coordinator any time.  
Thank you for being a valuable member of our lifesaving TEAM!**



# Tips to make your Blood Drive a success!

Now  
that you  
have  
the steps  
to  
schedule  
a  
drive.

We  
have  
some  
helpful  
tips to  
increase  
interest  
in  
your  
Blood Drive.

If at all possible, sign people up for an appointment. By doing so, you will make donating more convenient for everyone in your group and keep a steady flow of donor traffic throughout your drive.

Appointments are helpful to gauge how many people will attend your blood drive and allow us to provide adequate staffing. In addition donors who schedule appointments often keep them because they have made a commitment to you and your drive!

A few tips to help you get people signed up:

## ASK THEM

The #1 reason people do not donate blood is that no one ever asks them to give it a try! You have a big influence on your group -asking potential donors to give it a try is key.

## EDUCATE THEM

- You can save 3 lives with 1 donation
- Every 2 seconds someone needs blood
- 1 in 7 people will need blood in their lifetime.

\* For more helpful tips and facts ask your Donor Relations Coordinator and **REMEMBER** - The Donor Relations Department is always available to provide presentations to any group no matter the size to encourage donors, answer questions and help you achieve success!

## CHALLENGE THEM

This can be as simple as setting a goal within departments and a competition within your group. Friendly competitions can be fun and give everyone something to aim for. Just keep it simple we want people to donate for the right reason!

Helpful reminders the day of the drive are also a great way to give the drive a little boost. These can be done by a quick telephone call, e-mail or you can also use our appointment reminder cards. Perhaps the most important piece of advice we can offer is to remind you that your Donor Relations Coordinator is always here to assist you. We want your drive to be a success!

Thank you for being a valuable member of our lifesaving TEAM!