

5 Easy Steps To Blood Drive Success



Did you know 1 in 7 people entering the hospital will need blood?

1. Confirm Blood Drive Details



- Get support from leadership
- Check your calendar to avoid major conflicts
- Confirm blood drive hours
- Confirm drive location and availability
- Commit to your recruitment goal

2. Build a Winning Team



- Divide leadership responsibilities: recruitment, volunteers, publicity, theme, etc.
- Create programs for each member to control:
 - Flyer distribution
 - 'Bring a friend' program
 - Setting up presentations at school/committee/workplace/church
 - Volunteers for blood drive support

3. Ask People to Donate

- Personally ask people to make appointments
- Host donor sign up days
- Offer lunch/shift sign ups
- Assign appointment blocks to team members

4. Publicize Your Blood Drive

- Social media & video links
- Flyers
- Emails
- Presentations

5. Have FUN Saving Lives!

- Create a theme for your blood drive
- Host a friendly competition
- Create visual enthusiasm



Preparing For Your Blood Drive

- Inform your Account Representative if there are any security requirements for our staff
- Clean & clear blood drive room:
 - Approximately 1,000 sq ft of open space
 - Adequate lighting
 - Temperature controlled room
- Have tables & chairs available:
 - 6-10 tables
 - 20-40 chairs
- Meet blood drive staff prior to start time
- If the blood drive is on a bus, reserve or cone off an area equivalent to 8-10 parking spaces, avoiding handicap parking or emergency lanes
- Access to restroom for donors and staff.
- Make the most of the opportunity to save lives – ensure all appointment slots are filled
- Make final blood drive appointment reminders
- Remind donors to eat a healthy, iron-rich meal before donation
- Add extra refreshments, if you'd like. We provide packaged snacks and drinks. However, you are welcome to include any extra food or drinks for donors



For more information, contact me today!

A Step-by-Step Timeline for a Successful Blood Drive

The more time you have, the better. The following checklist gives you a general overview of what you should do and when.

Timing	Tactic	Person Responsible	Completed
8–12 weeks before the blood drive	Get Started Secure date and time of your drive. Select an appropriate site and confirm the choice of facilities with your account representative. Confirm your blood drive donor goal with your contact as well at this time.		
6–8 weeks before the blood drive	Meet with your account representative to discuss committee development, blood drive ideas, and select promotional materials.		
4–8 weeks before the blood drive	Build a Winning Team Set up your committee and determine how many volunteers will join you. Meet with senior management to get their support and plan how to show their involvement. Meet, educate and motivate your committee members. Determine a recruitment and communications plan. Your account representative can assist you with this. Begin using Versiti materials and creating communications: emails, patient stories, press release template, etc.		
3–1 week before the drive	Ask People to Donate Start asking people for their commitment to donate and schedule appointments. Hold weekly committee check-in meetings. Use your promotional tools provided by your account representative		
3–1 week before the drive	Check-in with account representative Update them on how the drive appointments are going, and if there is anything else you need to ensure a successful blood drive.		
Week of the drive	Double-checks and Reminders Reconfirm any logistics, remind and thank donors personally.		
Drive Day	Have tables and chairs ready and the rest of the room cleared. Have the temperature set to 70 degrees or slightly lower. Meet with the blood drive team at the start of the drive to confirm everything is ready to go. Reach out to donors who are late for their appointments.		
Post Drive	Time for Thanks Send thank you's to donors, senior management and your committee. Include blood drive totals and encourage donors to continue donating at Versiti Donor Centers or another upcoming mobile drive. They can visit versiti.org for locations and appointment times. Hold a team meeting to solicit feedback on the event. Share your organization's results with the rest of your organization. It's a time to celebrate! Review blood drive results with your account representative and set a date for your next successful blood drive.		

For more information visit versiti.org/host