

COORDINATOR TIPS & IDEAS FOR A SUCCESSFUL BLOOD DRIVE

- Build a recruitment team. A blood drive committee shares the work and reaches more potential blood donors. You and your committee should personally ask people to donate. The number one reason that people do not donate is they are not asked.
- Use Edonor to make appointments and to communicate to your donors
- Utilize your company's Microsoft Outlook© or Lotus Notes© to send out an "appointment" on the blood drive
- Add a real-life experience by using the story of a blood recipient
- Add a personal touch at the drive by baking cookies or providing a meal for donors
- Explain that donating one pint of blood can help save three lives.
- Insert an announcement in newsletters, bulletins, memos, e-mails and on the company or organizations intranet
- Utilize Facebook, Twitter and other social media websites to spread the word on your blood drives and to use as a personal invitation to invite your "friends"

Your Blood Center Account Manager can:

- Present to a captive audience at your organization
- Set up an Info table during a high traffic hour at your organization
- Organize a milestone or appreciation event

BLOOD DRIVE TIME SCHEDULE

As a blood drive coordinator you will serve as the liaison between your organization (the donors) and the Rhode Island Blood Center. Your blood drive Account Manager will provide and assist you with recruitment materials and strategies to help you along the way. Ultimately, the success of a blood drive depends on the support and marketing effort of its coordinator. Together, we will help make your blood drive a success!

12 Weeks (For first-time hosting blood drive)

Meet your account manager- Discuss history of blood center and blood donation. Discuss logistics of booking a drive and/or review the history of the drive; including marketing materials and promotion plan.

- You can expect a follow up conversation with your Account Manager within 7 days from your initial meeting. Confirm date and address any unanswered questions.
- Receive E-donor login and instructions.

8 Weeks

Reconfirm dates and discuss ideas for advertising:

- Form a committee
- Send "Save the Dates"

3-4 Weeks

Account Manager will deliver all ordered materials.

- Start Recruiting!
- Meet with committee(if applicable)
- Plan for your Account Manager to educate your donors, schedule a:
 - Presentation or Announcement
 - Sign-up Table

2-3 Weeks

- Display and distribute all materials
- Send out E-flyers and place announcements in newsletters, memos, etc.
- Post a signup sheet and/or encourage donors to make appointments online (Edonor)

1 Week

- Confirm all logistics for drive
- Confirm # of signups
- Perform last big marketing push
- Presentations
- Cafeteria Sign-ups
- Lawn signs (coro signs) will be put out by your Account Manager (unless advised otherwise)

BLOOD DRIVE TIME SCHEDULE

Day Before

- Reconfirm Sign-ups
- Send out reminder to all scheduled donors
- Post last minute reminder (via E-mail or announcement)
- Confirm site is available (inside: site is cleared; outside: spaces are reserved)
- For larger indoor sites or rooms with delayed ventilation systems, adjust heat/air conditioning to reasonable temperatures so that donors can donate comfortably

Day of

- Adjust heat/air conditioning to reasonable temperatures so that donors can donate comfortably
- RIBC vehicle will arrive 1-1/2 hours before drive
- Staff sets up site
- Give appointment sheet to Supervisor
- Put up "Today" and "Blood drive this way" signs

Day After

- Celebrate!! Thank all donors and committee members
- Let your company/organization know results
- Book your next blood drive to ensure a safe and adequate blood supply for area patients