

# Top 10 tips for a successful blood drive

The #1 reason blood donors say they give is “to help others.” The main reason others offer for not donating is because they have never been asked. As your organization’s Blood Drive Coordinator, you play a critical role in ‘asking’ and engaging others in this life-saving cause.

- 1. Promote your drive with passion.**
- 2. Make it a team effort!** Organize a blood drive committee—a team of volunteers to help recruit donors, schedule appointments, or serve as café host or at registration the day of the drive.
- 3. Get leadership involved.** Ask a key leader within your organization or school to support the blood drive with a personal email, public announcement, or in some other way encourage everyone who is eligible to donate.
- 4. Ask the question.** Offer everyone an opportunity by asking potential donors to give on a one-one-one basis. Help each potential donor understand the process and the lives saved through blood donation.
- 5. Make it personal.** Find a co-worker or fellow student whose life has been touched by blood donation (e.g., personally or through a friend or family member). Ask them to help tell the story of how blood donation saves and sustains lives.
- 6. Each donation is a life-saving donation.** Schedule specific appointment times and explain to each donor the importance of keeping their appointment.
- 7. Publicize the drive.** Maximize your access to the intranet, email, newsletters, bulletin boards, social media, etc. to advertise and promote the event. Display pledge forms, posters, and flyers in high-traffic areas—break rooms and lunch rooms, hallways, conference rooms and rest rooms, lobbies and elevators.
- 8. Raise awareness.** Sponsor a friendly competition among various groups or clubs to generate interest and increase participation.
- 9. Follow up.** Distribute appointment reminder cards or emails to scheduled donors. The day of the drive display ‘Blood Drive Today’ posters and follow-up as needed.
- 10. Celebrate your hard work!** Thank all donors, blood drive committee members, and volunteers who helped make your drive a success.



Hosting annual blood drives is just one way Jaela O’Brien’s family and friends rally to support Jaela and all kids fighting cancer, encouraging all to give blood for those whose lives depend on it.

[View the full story at MBC.ORG](http://MBC.ORG)



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