

# Top 10 tips for a successful blood drive



The #1 reason blood donors say they give is “to help others” and the main reason others do *not* donate is because they have never been asked. As your organization’s Blood Drive Chairperson, you play a critical role in ‘asking’ and engaging others in this lifesaving 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 refreshment 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 individually. Help each potential donor understand the process and the lives saved through blood donation. If someone knows they can’t donate blood, there are other ways to help: volunteer to recruit donors, greet donors as they register, or serve snacks to those who have completed their 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 lifesaving 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 lunchrooms, hallways, conference rooms and restrooms, lobbies and elevators. On the day of the drive display ‘Blood Drive Today’ posters.
- 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. Remind donors that they will need to: bring an I.D., drink 12-16 ounces of water prior to donating, eat a full meal within 6 hours of donating, and be sure they are cold and flu symptom-free for at least 72 hours.
- 10. Celebrate your hard work!** Thank all donors, blood drive committee members, and volunteers who helped make your drive a success.