Faith-Based Blood Drives
Checklist for Success

- **Pick Your Day and Date.** While Sundays or your day of worship can be ideal, weekend days should be reserved well in advance to ensure that they are available.
  - Explore your congregation’s calendar of events to look for synergies with other events; women’s group meetings, pancake breakfasts, children’s religious instruction days, book fair, etc.
  - Brainstorm different day of week and date options with both your committee and organization’s religious leader to help pick the day that is best for your establishment.
  - Remember, to meet patient needs, hosting a blood drive on or around holidays is especially important.

- **Establish Blood Drive Donation Goal.**

- **Form a Committee** The more the merrier!
  - Seek members from across your congregation; leadership, Youth Group, other committees, etc.
  - Hold a blood drive planning meeting with your team and NYBC Account Manager (AM).
  - Schedule sign-up or information tables.
  - Speak at services, schedule pledge weekends. (Your AM is available for pulpit appeals if there is no one within your organization.)
  - Speak at religious education classes.
  - Reach out to your entire congregation to identify new blood donors and place special emphasis on calling past blood donors. (Your AM will provide you with your donor list.)
  - Make appointments for your donors. (While we allow walk-ins, appointments help us predict the right amount of staff and supplies to ensure optimal service and support.)
  - Use Web Scheduler (online scheduling tool).
  - Make reminder calls.
  - Display pre-drive signs.
  - Post on your social media and website.
  - Invite neighboring houses of worship or businesses.
  - Seek community donations (newspapers, baked goods, etc.).
  - Create Bulletin/ Newsletter notice. (Go beyond the date, time and place – consider creative ways to publicize the drive.)
  - Dedicate the blood drive to a blood recipient member of your congregation.

- **Support from Your Leadership.** Spread the word! Ask religious leaders to speak about the blood drive during services.
  - Seek members of the congregation who know firsthand the lifesaving value of blood donations and who can be motivating speakers.

- **School Attached to Your Organization?**
  - Ask about New York Blood Center’s Little Doctors Program®.
  - Invite your AM to do classroom presentations.
  - Involve the students! (Handmade posters, letters home to parents, day of drive volunteers, sign-up/information tables, etc.).
  - Send notice home to parents.

- **Ask About our New York Blood Center Scholarship Opportunities for Youth.**

- **Day of Blood Drive Activities.**
  - Welcome donors and explain process.
  - Escort donors.
  - Assist at refreshment area.

- **Post Blood Drive.** Give thanks and praise!
  - Recognize your team.
  - Thank blood donors.
  - Share the results.
  - Publicize the next blood drive date.

---

Leah was diagnosed with leukemia when she was just 15 months old. She received chemotherapy and more than 50 transfusions of blood and platelets to support her treatment.