"In Honor of /Special Needs Blood Drives"

Checklist for Success

- **Pick Your Day & Date(s).**
  - When scheduling a blood drive in honor of a special friend or loved one who is ill and using blood, time is of the essence.
  - Most blood drives should be scheduled with at least 4-6 weeks lead time, however, “In Honor of” and “Special Needs” blood drives can often be organized in a much tighter timeframe.
  - Find out what dates are available from New York Blood Center (NYBC) with special attention to the number of anticipated donors.
  - Don’t worry about weekdays versus weekends because as long as you pick the right hours, your donors, friends and family will turn up to support a loved one.

- **Consider the Best Locations!**
  - We can help provide location options. Consider a business, place of worship, town hall, community center, library, fire house, school, etc.
  - Discuss with your NYBC Account Manager (AM) the size of site needed to accommodate your donors.

- **Choose the Best Hours**
  - Weekday drives should generally be early afternoon into the evening.
  - Weekend dates are often not available and/or reserved well in advance. Weekend drives tend to be morning into early afternoon.

- **Tell Us About the Individual.**
  - Tell us about the individual, their age, family, circumstances, illness, hospital where they are being treated so that we can help design custom marketing materials.

- **Sign the Consent Form to Allow Us to Create Materials for You to Promote the Blood Drive Using the Name of Your Friend or Loved One.**

- **Meet With Your NYBC AM to Make a Plan on How to “Get The Word Out!”**
  - We will design custom posters, postcards, e-mail, fliers, etc.
  - Form a Committee
    - E-mail and call friends and family.
    - If part of business, school, parish, consider sending flier home to families.
    - Display signage.
  - Design a large “Get Well Soon” card for donors to sign, or individual “You were in my thoughts today, So I gave blood” cards.
  - After the blood drive, send these to the special individual and their family to let them know you’re thinking about them.
  - Plan to take photos.
  - Invite the media (if appropriate and approved by the individual for whom you’re hosting the drive.)
  - Keep NYBC AM advised of the # of expected donors. These special blood drives tend to be very large and we need to be prepared with the right number of staff, supplies and proper set-up.
  - Tweet or post your drive details via your social media and website and submit blood drive information to newspaper and radio station.

- **Day of Blood Drive Support Activities.**
  - Display “Blood Drive Today” signs.
  - Organize your volunteers to help:
    - Welcome donors and explain process.
    - Remind donors to sign card or fill out “Thinking of You” cards.
    - Escort donors.
    - Assist in the refreshment area.
  - Use the blood drop costume mascot to promote the drive throughout the school.

- **Post Blood Drive**
  - Recognize your team.
  - Thank your blood donors.
  - Share the results with all.
  - Consider making your blood drive a regular event.