Community Blood Drives
Checklist for Success

- **Pick Your Day & Date(s).**
  - Explore your calendar of events to look for synergies with other events.
  - Remember, to meet patient needs, we especially need organizations to host drives on or around holidays.

- **Consider the Best Locations!**
  - Community blood drives include libraries, fire departments, festivals/health fair, etc.
  - Location, Location, Location! Consider the best location for your potential donors and the community.

- **Choose the Best Hours.**
  - Most community blood drives are scheduled Monday to Friday from early afternoon into the evening.
  - For example 3:00 – 9:00 pm, or 4:00 – 8:30 pm.
  - Weekend dates are most difficult to secure and are reserved well in advance.

- **Establish Blood Drive Donation Goal.**

- **Form a Committee.** The more the merrier!
  - Seek members from across your organization to help!
  - Consider opportunities to promote your need for a committee or co-chair; monthly meetings, training, holiday events, etc.
  - Hold a blood drive planning meeting and brainstorming session with your team and NYBC Account Manager (AM).
  - Ask each member to recruit donors, set a goal and offer a prize for the member that signs up the most!
  - Consider locations/events to conduct sign-up or information tables either at your organization or within the community.
  - Consider other organizations that might participate and/or share the venue and be willing to spread the word: e.g.: Boy/Girl Scouts, health clubs, fraternal organizations.
  - Schedule NYBC Account Manager for any speaking opportunities within your organization; monthly meeting, training, leadership meetings, youth group.
  - Consider opportunities to send notice to your membership via direct mail or via e-mail.
  - Call past blood donors and your membership list.
    - Make appointments for your donors. (While we allow walk-ins, appointments help us plan for the right amount of staff and supplies to ensure optimal service.)
  - Invite neighboring organizations, businesses, etc.
  - HAVE FUN – consider pairing your blood drive with a holiday or special event; Halloween, Election Day, Thanksgiving, December holidays, National Blood Donor Month, Valentine’s Day.
  - Tweet or post your drive details via your social media and website.
  - Post your drive on the community calendars of all local media.
  - Dedicate the blood drive to a blood recipient from your organization.

- **Day of Blood Drive Support. (Committee Duties Day of Blood Drive).**
  - Display “Blood Drive Today” signs both around the location and within the organization.
  - Make reminder calls and “no show” calls.
  - Volunteer activities
    - Welcome donors and explain process.
    - Escort donors.
    - Assist in the refreshment area.
  - Use the blood drop costume mascot to promote the drive.

- **Post Blood Drive.** Keep the good feeling going!
  - Recognize your team and thank your blood donors.
  - Share the results with all and publicize the next blood drive date.

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**Krishna** lost a leg in a shark attack while on vacation for his 10th wedding anniversary. He required dozens of units of blood to help save his life.