

Where Do I Begin?

1. Get the full support of your organization

- ◆ Announce your appointment as blood drive coordinator.
- ◆ Distribute a letter from your top executive supporting Hawaii's Community Blood Program and your recruitment efforts (see sample on page 34).

2. Develop a working relationship with your BBH field representative

- ◆ Work together to establish annual pint and participation goals for your organization.
- ◆ Schedule blood drive dates and times that are both convenient for you and appropriate in terms of meeting the needs of Hawaii's patients.
- ◆ Develop a recruitment strategy.

3. Recruit a committee

- ◆ Volunteers or representatives from different departments can provide assistance with planning, publicity, recruitment, refreshments and other drive-day logistics.