

What Comes Next?

Educate

- ◆ Your members need to know about the need for blood and how it affects everyone. This can be accomplished through one-on-one meetings, presentations to different departments or at staff meetings. Blood Bank articles in your internal newsletter can supplement your efforts.

Publicize

- ◆ Invite everyone to participate in this important community service.
- ◆ Hang banners.
- ◆ Post flyers.
- ◆ Post information on your organization's website or intranet.
- ◆ Make announcements at departmental meetings.
- ◆ Put patient stories or articles in your internal newsletter (see sample patient stories on pages 32-33).
- ◆ Schedule presentations to different departments.
- ◆ Include blood drive information with paychecks.

Ask

- ◆ A personal invitation makes a difference! One of the most common reasons people give for not donating is, "nobody ever asked me."

Recruit and Schedule

- ◆ Schedule the appropriate number of donors per 15 minutes as determined with BBH field representative.
- ◆ Post signage to track your goal and the number of sign ups to date.
- ◆ Fax in appointment sheets to BBH one week before the drive.

Thank

- ◆ Thank volunteer blood donors personally and acknowledge the time they took to donate.