

Who Does What?

To effectively plan your blood drive, consider what kind of help you will need to achieve your organization's blood drive goals, then organize a team of peers to assist you.



Kari Wilhite of Punahou School was named Coordinator of the Year for three years in a row.

Your responsibilities as blood drive coordinator

- ◆ Serve as the liaison between all sectors of your organization and the Blood Bank of Hawaii.
- ◆ Spearhead your organization's support of Hawaii's Community Blood Program by planning and implementing regularly scheduled blood drives.
- ◆ Educate your organization's members about the need for blood and how they can help.
- ◆ Encourage participation in blood drives hosted or sponsored by your organization.
- ◆ Increase participation in your organization's blood drives over time through strategic donor recruitment.
- ◆ Identify capable, enthusiastic members to assist you in your efforts.
- ◆ Serve as a valuable donor resource in times of emergency or low donor turnout.

Responsibilities of the BBH field representative



Blood Bank of Hawaii Field Representative Aaron Knapp speaks out to a group of students about the need for blood.

- ◆ Assist the coordinator in determining goals and selecting blood drive dates, times and locations.
- ◆ Make sure that your blood drive schedule is convenient for you while helping to meet the state's anticipated blood need.
- ◆ Make sure in-house facilities, bloodmobile provisions or fixed-site arrangements are logistically adequate.
- ◆ Assist with the development of recruitment strategies.
- ◆ Assist with presentations and other educational and recruitment opportunities.
- ◆ Provide recruitment materials such as banners, posters, reminder cards and brochures.

Who Does What? *continued*

Responsibilities of the BBH Field Representative (continued)

- ◆ Respond to any concerns, suggestions and questions.
- ◆ Discuss future blood drive results and future planning.
- ◆ Notify the coordinator in times of emergency and low-donor turnout.

Responsibilities of Committee Members

Committee members can provide valuable assistance in these areas:

- ◆ Generate ideas on how to make your drive fun and rewarding.
- ◆ Assist with publicity.
- ◆ Educate and recruit donors in their individual departments.
- ◆ Make reminder calls and send emails prior to drive.
- ◆ Coordinate and serve refreshments.
- ◆ Supervise and assist on drive day.



The 49th Annual Cherry Blossom Court members Lezlie Yamauchi, Jeanette Knutson, Catherine Toth, Paula Nakano and Jaslyn Hanamura cheer on blood donor Leo Asuncion, who also serves as the Cherry Blossom Queen's Advisor.