

Effective Recruitment Strategies

Face-to-Face is Best

Flyers, posters and e-mail serve as great publicity and reminders for your blood drive. However, nothing is as effective as face-to-face recruiting. This allows you to personally invite each potential donor to participate in your drive. You are available to answer questions immediately, ease fears and explain the community's need for blood donors.

Ask Everyone

The most common reason people give for not donating blood is, "nobody ever asked me." By making personal contact with everyone, you can increase the success of your drive. This can be achieved through group presentations, phone calls, emails, sign-up tables positioned in well-trafficked areas, and short visits. Those who are unable to donate can be asked to help in other ways such as scheduling appointments and serving refreshments on the day of the drive.

Be Enthusiastic

Be enthusiastic. Let people know what a valuable community service they will be providing. If they seem interested, but are hesitant, provide them with information about donating and time to think about it. Give everyone the opportunity to make an educated decision about becoming a blood donor.

Be Prepared

- ◆ Provide information about your blood drive including date, time and place.
- ◆ Have a sign-up sheet in hand when you ask for donor participation. You can also set up an information table in a centrally located area to be available to answer questions and encourage people to give. You can give group presentations, or ask your representative to help you.
- ◆ Review the information on the need for blood and the donation process. Review the Frequently Asked Questions section of this handbook on page 16. Have brochures and other helpful information to give out. If you are asked questions that you cannot answer, refer the person to BBH at 845-9966 ext. 739 or offer to call yourself and get the information for the interested party.

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Remind Everyone

Confirming appointments a few days before the drive will reduce the number of “no-shows” and provide an additional opportunity to answer questions. This can be done via:

- ◆ Phone calls
- ◆ Emails
- ◆ Appointment reminder cards

Make It Fun

Here are just a few elements that could add excitement to your event:

- ◆ Special events
- ◆ Food
- ◆ Contests
- ◆ Entertainment
- ◆ Unique themes



Campbell Estate's Director of Administration Gordon Bruce pledged to shave his beard if the Estate reached its blood donation goal. Bruce ended up getting sheared at Murphy's Bar & Grill.

Make It Rewarding

Anything you can do to make your donors feel appreciated will affect their decision to donate again and may inspire them to encourage others to give the gift of life.

Ideas to consider include:

- ◆ Recognizing donor achievements.
- ◆ Sending each donor a thank you letter.
- ◆ Holding an annual blood donor appreciation event.
- ◆ Featuring a blood donor or recipient in your newsletters and internal publications.
- ◆ Making your own donor hall of fame to include pictures of donors and their number of pints contributed.
- ◆ Providing donors with a small token of appreciation.
- ◆ Providing opportunities to hear testimonials from blood recipients.



Hawaiian Electric Company hosts an annual blood donor reception in January to recognize those who give the gift of life. HECO Vice President Pat Wong (right) congratulates Norman Nakagawa for his lifesaving donation.