

Educate, Ask, Thank!

Creating a plan to help you organize, promote and execute your blood drive will pay off in the long run. Three basic but important recruitment strategies – Educate, Ask, and Thank – are key to a successful drive.

EDUCATE

- » Get started with an e-mail, memo or bulletin announcing the upcoming blood drive.
- » Consider holding a kickoff meeting to educate your fellow recruiters about the need for blood, and to share your company's goals and commitments.
- » Schedule presentations to educate your team and different departments about the need for blood and how it affects everyone.
- » Have a patient speaker from your organization, or elsewhere, share a personal story of how blood donations have positively impacted his or her life. Or, ask your BBH field representative for resources regarding actual blood recipient success stories.
- » Distribute materials, such as sign-up sheets, and brainstorm ideas on how to promote the blood drive.
- » As the blood drive draws near, display flyers and posters throughout your organization, post information on your company website or intranet, send e-mail blasts, and announce the drive at department meetings. Including a patient story or an article about the blood drive in your company newsletter can also supplement your efforts in a positive way.
- » If a holiday or special event coincides with your blood drive, consider using it to promote your event.

ASK

- » *Face-to-face is best.* Flyers, posters and e-mail all serve as great publicity and reminders for your blood drive. However, nothing beats a face-to-face personal invitation! It is the most effective way to garner participation in your drive, and allows the opportunity to explain the importance of donating, and answer questions from donors.
- » *Ask everyone.* The most common reason people do not donate blood is, "Nobody ever asked me." Increase the success of your drive by contacting everyone. Achieve this through group presentations, personalized e-mail, phone calls and short visits. Those who are unable to donate can


help in other ways, such as scheduling appointments, and contributing and serving refreshments on the day of the drive.

- » *Create visibility in “high traffic” areas.* Set up an information table in key locations where you can answer questions, and encourage people to donate and schedule appointments.
- » *Target first-time donors.* Educate them so they can make an informed decision about giving the gift of life.
 - Giving blood is safe. Everything used for the donation is sterile, new and used only once.
 - The donation process takes about an hour (includes some paperwork, an interview and a vital signs check). The actual collection of blood takes just 5 to 8 minutes.
 - Two hundred donors are needed every day to meet the needs of Hawaii’s patients.
 - One donation can save up to three lives (see page 11).



Helpful Hint

Your BBH field representative is there to support you in your recruitment efforts. He or she can provide you with BBH speakers, patient posters, and flyers and information for your company newsletter or bulletin.



THANK

- » Personally thank your blood donors. A fast and easy way to do this is to send out an e-mail the day after the blood drive, sharing the successful results of the drive.
- » Let them know how much you appreciated the time they took to donate and for their commitment to saving lives.
- » Consider hosting an annual event that thanks and recognizes donors.