

Top 10 Drive Planning Tips

- 1.** Gain the support of the leaders of your organization early in the planning process.
- 2.** Confirm and reconfirm all logistics for your blood drive (i.e., date, time and location).
- 3.** Work as a team. Gather others from within your organization to assist you in recruiting potential donors.
- 4.** Educate, educate, educate! The more people know about the constant need for blood and the importance of blood donations, the more likely they will donate.
- 5.** Ask everyone! Increase the success of your drive by asking everyone in your organization or company to donate. Achieve this by using e-mail, phone calls, group presentations, and face-to-face invitations.
- 6.** Look for multiple opportunities to publicize your upcoming blood drive. Be creative; incorporate special themes or fun promotional items into your event.
- 7.** Schedule donor appointments evenly throughout your blood drive to ensure a smooth donor flow and efficient process, so that donors may be “in and out” in about one hour.
- 8.** Send reminder cards or e-mails, or call scheduled donors to remind them of their appointment time; this will reduce the number of no-shows.
- 9.** Maintain regular contact with your BBH field representative to keep him or her up-to-date on your recruiting process.
- 10.** Thank everyone! Personally thank all who donated and the volunteers who helped organize the event; a quick e-mail to each of them the next day is very effective and will be much appreciated.