



Blood Drive Planner

Step 1: Organization

The key to successful blood drives is organization. While every blood drive is different, there are basic ways to ensure that your drive runs smoothly.

- Keep complete and thorough records of what you do, so you can be organized for this drive!

Step 2: Find A Location

- Consider a church/synagogue, restaurant, library, corporate business, etc...
- Blood mobile will need a level 12' x 50' parking spot.
- At least 15 sq. ft. of indoor space needed.

Step 3: Develop A Blood Drive Team

- A blood drive team is crucial. One person can not take on all the responsibility for a blood drive. With a crew of friends, you will be able to delegate and maximize your time/productivity!

Step 4: Publicity

- Publicity is critical to your success. You need to get the word out to both volunteers and donors - even the most eager donors can't donate if they don't know there is a drive. Your Florida Blood Services Community Representative will provide you with recruitment materials (posters, flyers, pledge cards, etc.) to help publicize the blood drive.

Step 5: Making Drives Fun

- **Themes** - Who would have thought that a blood drive could be fun? Themes are one way to make a drive more compelling - and the better donors feel during and after donating, the more likely they are to come back. An easy way to find a theme is to think about when the drive is happening.

- **Drawings/Donor Recognition Items*** - Offering give-a-ways may or may not draw people to give blood, but give-a-ways can make the entire blood donor experience more memorable and fun. Find local restaurants or stores that are willing to donate, such as dinner for two, gift certificates, etc. Be sure to include in all communications that all that present to donate will receive any designated giveaway item(s) and be eligible to participate in the drawing for any prizes.
- **Transferability/Cash Value*** - Incentives must be non-transferable – e.g., gift certificate that reads "non-transferable — may only be redeemed by person whose name appears above." Incentives must not be redeemable for cash – e.g., gift certificate that reads "no cash value - redeemable for merchandise only."

*Work with your Northwest Florida Blood Services Community Representative. Any type of incentive offered must be approved by Northwest Florida Blood Services prior to the blood drive.

Step 6: Schedule Your Donors

- It is important to sign your donors up so they have an appointment time and you have a schedule of donors to make sure you reach your goal.
- Make sure you note their day/evening or cell phone contact numbers, as well as email addresses, so you can contact them to remind them of their appointment times.

Step 7: Recognize Donors

It is always very important to commend and recognize donors. Here are some ideas:

- Create a banner with names of all donors and volunteers and place it in a prominent location.
- Have donors sign banner when they present to donate and place in prominent location in a community building after the blood drive (community center, high school, church/synagogue, etc.).
- Do a follow-up story and list names of donors and volunteers in local newspapers and/or community newsletters.
- Use name tags/stickers saying "I gave blood today" for donors (available from Northwest Florida Blood Services).

That's it! A little organization and delegation goes a long way in planning a successful blood drive. Not only can sponsoring a blood drive help you develop leadership skills that will be an asset in future positions, you'll also have the opportunity to meet lots of new friends, and have lots of fun...all while helping others in need!

Organize a Summer Blood Drive To Win!

Northwest Florida Blood Services
 1999 East Nine Mile Road
 Pensacola, Florida 32514
 850-473-3653

