

Organizing Your Blood Drive

Maintaining an adequate blood supply is an ever-increasing challenge. Educating the community about the need for blood and recruiting blood donors continues to be a fundamental part of The Blood Center's mission.

Steps to Success:

1. Find your potential

Start by finding out how many people in your group are interested in donating blood. Circulate a sign-up sheet asking people to commit to donating blood if you have a blood drive. Generally, The Blood Center requires a minimum of 25 sign-ups to schedule a blood drive.

2. Set a time, date and location:

Once you have your sign-ups, your Blood Center Representative will work with you to select an available date and time that is convenient for your group, and a site that can accommodate:

- 1) a screening/donor registration area
- 2) a minimum of three donor cots
- 3) a refreshment area.

If this amount of space is not available, we would be happy to schedule a bloodmobile.

3. Recruit donors and promote drive.

Ask donors to make an appointment and remind them of their time. Your Rep will provide you with posters, flyers, and any other materials you will need.

4. Oversee drive

Be available (or have a designee available) on the day of the drive to guide TBC staff during set-up and answer questions.

5. Recognize donors

Keep donors coming back by reminding them that they can donate again in 56 days!



Ask & Remind:

Nothing is more effective than face-to-face recruitment. In fact, the most common reason that people give for not donating blood is that they've never been asked!

When recruiting face-to-face:

Write down potential donors' names and contact information.

If blood drive is already scheduled, provide flyers with date, time and location.

Once the date and time are set, your Rep can provide you with a schedule so donors can choose time slots.

Distribute the Deferral Guidelines sheet.

Be prepared to answer questions about the donation process.

Refer specific questions about donor eligibility to The Blood Center at (800) 86-BLOOD.

Follow up with a reminder:

One to two days before the blood drive, it's important to call your sign-ups to remind them about their commitment. If they aren't already signed up for a time slot, now you can offer them a scheduled time.

Remind donors:

Blood drive day, time and location.

To eat a healthy meal and drink plenty of fluids before donating.

To bring identification.



www.thebloodcenter.org

Promotion is Key:

While a personal invitation to give blood is always the most effective donor recruitment tool, there are many ways to encourage potential donors and promote your blood drive:

- Post flyers and posters (provided to you by your Rep).
- Make announcements or presentations to your group. (Be prepared to answer questions, and bring a sign-up sheet.)
- Include an article about the drive in your organization's newsletter.
- Send out email messages (your Rep can send you a customized e-flyer).
- Circulate sign-up sheets or have a table set up in a high-traffic area.
- Stuff paychecks with flyers.
- Distribute flyers with a tear-off sign-up sheet at the bottom.

Did You Know?

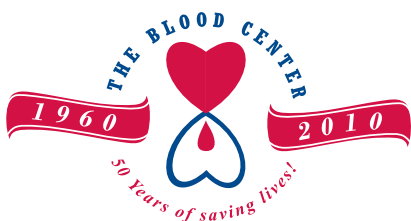
Most people ages 16 and older who weigh at least 110 pounds and are in general good health can donate blood every eight weeks. 16-year-olds must weigh at least 130 lbs and have signed parental consent.

90 percent of first-time donors give at blood drives.

The whole donation process takes less than one hour. The actual donation takes about ten minutes.

The Blood Center serves over 30 hospitals and outpatient transfusion facilities in Southeast Louisiana and Southern Mississippi.

Every donation can save up to 3 lives.



The Lives You Save:

Michael Muller
Kenner, LA
Burkitt's Lymphoma



Quentin Murray
Patterson, LA
Leukemia



Shandon Jackson
Marrero, LA
Myelodysplastic Syndrome



Amelya Holland
Independence, LA
Rhabdomyosarcoma



Lexi Moore
Woolmarket, MS
T-Cell Lymphoma



Michael, Quentin, Shandon, Amelya and Lexi have all benefited from the generosity of volunteer blood donors. It is only through their generosity that lifesaving components are available to those in need.

**To schedule a blood drive,
contact:**

Gina Schmitt
(504) 592-4881
gschmitt@thebloodcenter.org