



# Blood Drive

**What it is** A blood drive is an event that gives community members the opportunity to donate blood with the American Red Cross. Blood drives allow the Red Cross to collect blood around the country in order to meet the needs of our hospitals. Blood drive coordinators are an essential component of the collections process. The host of a blood drive works closely with the Red Cross to ensure collection goals are met.

**How it helps** There is a need for blood every two seconds. Giving blood is one of the simplest and most rewarding ways to help others in your community. You have the opportunity to help save someone you have never met, or your neighbor down the street! By hosting a blood drive, it gives courageous donors the opportunity to save lives.

**Get started** The first step in hosting a blood drive is to get in touch with your local Red Cross chapter, Service to the Armed Forces station or blood region. It is important to contact the Red Cross as far ahead of the event as possible. They will then be able to assist you as you complete the following steps:

- 1 Speak with your academic administration or local community center to secure a location for the event. The Red Cross can help provide guidelines for the location, and your regional Red Cross Donor Representative will assist you with suggestions.
- 2 Once the date/time/place of the blood drive have been confirmed, it's time to start finding volunteers! Talk to your friends, family and community or club members to find people who can check in donors, run the canteen area at the drive and do reminder calls with you.
- 3 Plan to educate and motivate your team. Arm your volunteers with knowledge to spread throughout the community as they recruit donors. Work with your chapter and Red Cross Donor Representative to get information.

Want more information?  
Email us!

[youthinvolvement@redcross.org](mailto:youthinvolvement@redcross.org)

## DID YOU KNOW?

Every two seconds  
someone in the U.S.  
needs blood.

A single car accident  
victim can require as  
many as 100 units  
of blood.

## What next?

Once you have the logistics confirmed and volunteers recruited, the rest of the blood drive can be coordinated in three phases:

### Recruitment

- A great way to expand your network is to form a recruitment team. A recruitment team will help you reach more people than you could on your own. Never underestimate the power of face-to-face recruitment.
- Reach out to family, friends and neighbors to help spread the word about your drive. Blood donors must be at least 17 years old in most states, or 16 years old with parental consent if allowed by state law; but even if you're not old enough to donate, there are lots of ways to help.
- Set up an event on Facebook and tweet reminders about the drive.
- Ask local businesses to hang posters and flyers in the weeks leading up to the drive. The posters should include all the essentials of the drive (who, what, where, when, etc.) Template flyers are available in the resources box.

### Final Countdown

- In the days leading up to your blood drive, confirm with your site, day of drive volunteers and your Red Cross contact.
- Contact donors and confirm their appointments via phone, email and Facebook.

### Day of the Drive

- Post directional arrows and posters to guide your donors to your event location.
- Work with your Red Cross Donor representative to review the master schedule so you can continue to remind donors and contact no-shows.

After your successful blood drive, be sure to thank your donors and volunteers. You can engage your group in a fun way by creating thank you cards at your next club meeting. You can also become a digital advocate and use social media to thank your donors. Check out the other available activity guides to continue your involvement with the Red Cross.

Before beginning, get in touch with your local Red Cross chapter or station for assistance. You can find contact information at **redcross.org**.

### Shake it up!

- » Ask other groups or clubs on campus to promote the drive with you.
- » Individuals who cannot donate can instead recruit two others to donate in their name.
- » Consider handing out snacks to students prior to their donation, both as a tasty treat and a reminder to come donate!
- » Schedule new donors to sit next to experienced donors who can help them through the process and provide support.

### Show and tell

- » Share your pictures and videos of your blood drive by sending them to **youthinvolvement@redcross.org**.
- » Do you know about Schooltube? Share a video of your blood drive at **schooltube.com**. Include "blood drive" in the title of your video.

### Resources

- » Planning Timeline
- » Blood Drive Flyers