



Host a Blood Drive

ACTIVITY GUIDE

What is it?

A blood drive is an event that gives community members the opportunity to donate blood and help save lives with the American Red Cross. Blood drive sponsors provide the space, recruit donors and schedule donor appointments and are an essential part of a reliable blood supply.

How does it help?

Your decision to host a blood drive will help ensure hospital patients receive the treatment they need. Blood drives help different types of patients such as cancer patients, premature babies, accident and burn victims and others who are critically ill. These patients depend on the generosity of blood drive coordinators and blood donors to help ensure a reliable blood supply.

Get started!

1. Get in touch with your local Red Cross chapter, Service to the Armed Forces station or blood region. You can also visit [RedCrossBlood.org](https://www.redcrossblood.org) to sign up to host a blood drive. It's important to contact the Red Cross as far ahead of the event as possible.
2. Begin thinking about when and where you would like to host a blood drive. Your Red Cross account manager will partner with you to secure a date, time and location.
3. Build your recruitment team. Ask your friends, family, influential community members and milestone blood donors to support your blood drive to make it a success!

**Want more information?
Email us!**

youthinvolvement@redcross.org

DID YOU KNOW?

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

What's next?

Once you have the blood drive details and your recruitment team in place, the rest of the blood drive can be coordinated in four phases. Your Red Cross account manager will work closely with you to offer support and guidance.

- To help meet hospital patient needs, you and your Red Cross account manager will review your blood drive goal and the number of donor appointments needed to achieve the goal. Your goal will help the Red Cross determine the resources needed for your blood drive.
- Set up a recruitment plan with your recruitment team to turn the blood drive into an event! This team will help you reach your blood drive goal. Recruitment team members can help recruit and schedule donors, publicize the blood drive and remind donors about their appointments.
- Reach out to family, friends and neighbors and ask them to schedule an appointment to donate at your blood 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. Even if someone is not old enough to donate, there are lots of ways they can help.
- Set up an event on Facebook and tweet reminders about the drive. Your Red Cross account manager can provide current messaging.
- Ask local businesses to hang posters and flyers in the weeks leading up to the drive. The posters should include all the blood drive details (date, time, location, sign-up instructions, etc.). Your Red Cross account manager can provide you with printed materials and messaging.

Final countdown

- Provide the number of scheduled donors to your Red Cross account manager. Achieving your sign-up goal will help ensure your blood drive is a success.
- Contact scheduled donors and remind them of their appointments.
- Coordinate last-minute details and confirm volunteer assignments. Your account manager can provide you with checklists.

Day of the blood drive

- Post directional arrows and posters to guide your donors to your event location.
- Work with your Red Cross account manager to review the donor appointment schedule, continue to remind donors and contact no-shows.

After the blood drive

- Thank your donors and volunteers. You can engage your group in a fun way by creating thank you cards at your next club meeting.
- Become a digital advocate and use social media to thank your donors.

Check out other activity guides to continue your involvement with the Red Cross.

Host a blood drive by getting in touch with your local Red Cross chapter or station. You can also sign up to host a blood drive at **RedCrossBlood.org**.

SHAKE IT UP!

- » Ask other groups or clubs at your school to promote the blood drive or create a competition to see which group can recruit the most donors.
- » Individuals who cannot donate can instead recruit two others to donate in their name.
- » Consider handing out snacks to students prior to their donation to serve as a tasty treat and a reminder to donate!
- » Schedule new donors to sit next to experienced donors who can help them through the process and provide support.
- » Check out the Iron-Rich Feast Activity Guide to help educate donors about the importance of a healthy diet.

SHOW AND TELL

- » Share your pictures and videos of your blood drive by sending them to youthinvolvement@redcross.org.

RESOURCES

- » Visit **RedCrossBlood.org/RecruitmentResources** to find tools to help make your blood drive a success.