

ROAD TO SUCCESS

Blood Drive Timeline

lifesaving
work ahead

8 WEEKS

- Identify organization population (what's realistic for this drive?)
- Confirm date, time, place and permissions
 - Confirm with principal, administration, management, or other leadership
 - Are there any conflicting activities on this date?
 - Will this time be convenient for the most amount of donors?

3-4 WEEKS

- Presentation with Account Consultant to your donor group about the blood drive and importance of blood donation
- Hold "kick off" event for representatives
- Gather committee for logistics meeting
- Define communication strategy
- Begin executing tasks identified in the communication strategies committee meeting

1 WEEK

- Communicate pre-sign numbers to recruiter
- Re-confirm location and any special room arrangements required
- Continue donor recruitment

DAY OF DRIVE

- Post signage around area (yard signs, posters, directional signs)
- Make reminder calls to donors who miss appointments



Patients like this one are **counting on you!**

6 WEEKS

- Organize team of recruiters/committee
 - What kind of committee is needed? What will their specific duties be? Is there a representative from every area of the organization?
- Begin planning communication strategies
- Develop recruitment plans that rally the organization
- Work with your Account Consultant to schedule a presentation to your donor group about the blood drive and importance of blood donation

2 WEEKS

- Sign up donors on appointment list
- Confirm appointments with scheduled donors
- Continue donor recruitment

DAY BEFORE

- Make reminder calls to donors to confirm appointments and reminder to bring photo ID
- Organize blood drive materials needed for day of drive
- Confirm expected donor count with recruiter
- Confirm plans with building maintenance/security
- Post "Tomorrow is the Day" signs

DAY AFTER

- Thank those who donated or tried to donate
- Check on possible dates for future blood drives