

Heartland Blood Centers provides the tools your organization will need to host a blood drive but YOU are the key to its overall success.

HOSTING A BLOOD DRIVE: WHAT DO I DO?

The best way to ensure that your drive will be organized and well planned is to enlist top-down support from your organization's leaders, appoint a drive coordinator and an enthusiastic drive committee, and provide access to your members or donors for on-on-one requests to give blood. In addition, we recommend the following eight steps to ensure a successful event:

Step 1: Schedule a convenient date and time when most of your prospective donors would be likely to attend. Select an appropriate space and reserve it. You have three different drive participation options:

- **Mobile – Inside setup:** Secure a large space such as a conference room, gymnasium, etc. with adequate lighting, electrical outlets, temperature control and access to rest rooms. You will also need tables, chairs, and wastebaskets for the registration and canteen areas. This type of drive is usually 4-5 hours long.
- **MobileCoach:** You will need a level parking area spanning eight level spaces located within 50 feet of your facility, access to rest rooms and running water, and a space inside your building for donors to register. MobileCoach Drives are usually 3-5 hours long.
- **Co-Sponsorship:** You can also opt to send your members/employees to a location within close proximity of yours to give blood.

Step 2: Organize Your Blood Drive Team. The Committee will determine effective strategies for recruiting donors and creating awareness of the blood drive. They will also prepare the drive site and recruit volunteers to assist on the day of the drive.

Step 3: Plan the drive. Determine your goals, objectives and strategies.

Step 4: Publicize the drive. Provide distribution channels for Heartland-provided marketing materials.

Step 5: Recruit and Schedule Donors. Top-down support and one-on-one requests are critical.

Step 6: Hold the drive. Supply volunteers the day of the drive and provide setup of tables and chairs.

Step 7: Recognize your blood donors and the blood drive committee.

Step 8: Conduct a post-drive evaluation and schedule your next drive!