

# STEPS TO A SUCCESSFUL BLOOD DRIVE

**F**ollow these simple steps to ensure that your blood drive is a success. Remember you are saving lives, so organize a team and have fun!



## ORGANIZE A TEAM OF VOLUNTEERS AND A BACK-UP COORDINATOR

Set a goal.

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Book the room well in advance and work with your Donor Recruitment Coordinator to secure blood drive resources.

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Get support from top management at your organization.

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**Save the date!**

## ENCOURAGE DONORS TO MAKE APPOINTMENTS IN ADVANCE

Use a personal approach – ask face-to-face.

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Be enthusiastic about saving lives.

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Educate about the importance of donating.

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Reduce fear by explaining what is involved in donating.



## CREATE A THEME; USE BALLOONS; BRING FOOD

**Have fun** – make the blood drive the main event of the day!

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Make it a competition.

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Post results – be proud of your accomplishment.

