

# BLOOD DRIVE TOOLKIT

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LEARN HOW TO  
MAKE YOUR DRIVE  
A SUCCESS



**LifeStream  
Blood Bank**

GIVE HOPE | GIVE LIFE | GIVE BLOOD

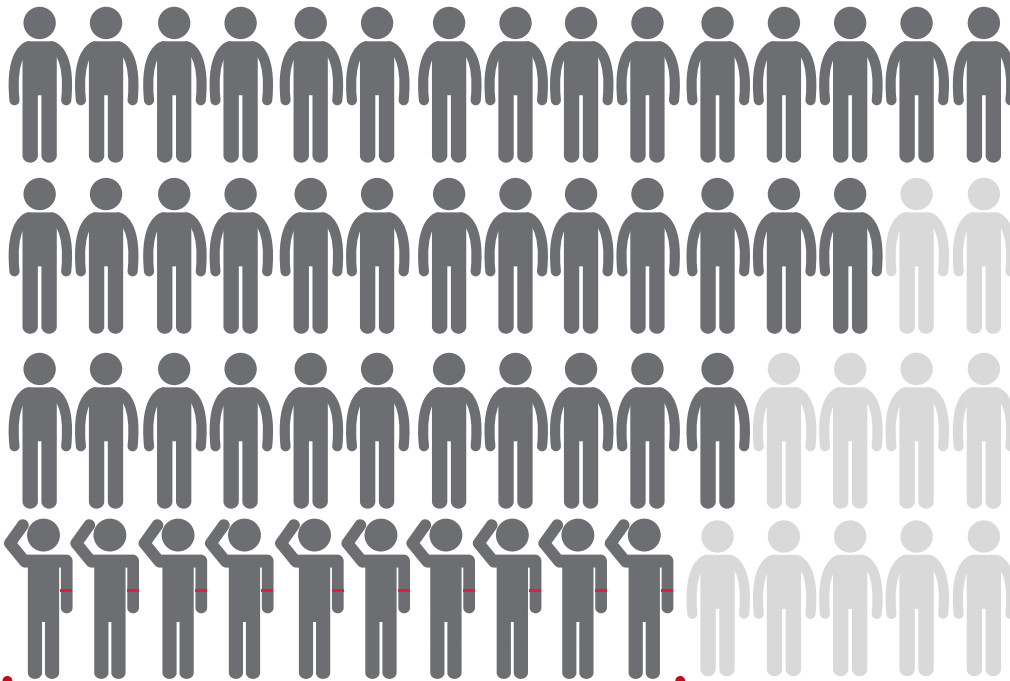
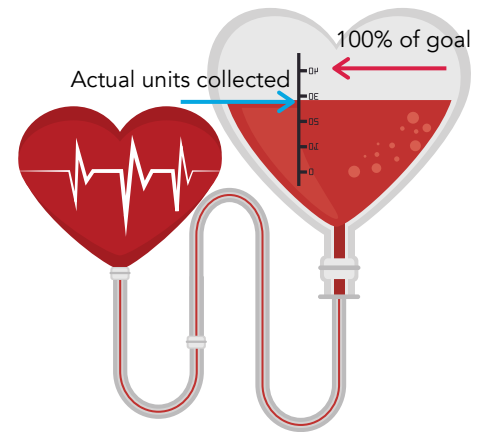
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# MEASURING A DRIVE'S SUCCESS

(or, were patient needs met?)

Determining a realistic goal can make or break your drive, as it helps ensure that blood is collected as efficiently as possible. The staff and equipment we send to each drive is based on the goal you set. If we collect short of that goal, those are pints that aren't available for local patients in need.

If your goal is **40 pints**,  
you'll need **60 appointments**



You have 60 donors with a scheduled appointment before the drive.

Some of those donors may cancel their appointments at the last minute.

And others will not be able to make it to their appointments at all. We call these "no-shows."

10-15% of donors who come to donate won't be able to donate. This means they were deferred.

In most cases, you'll collect only 40 pints for patients in need when you have 60 appointments booked before the drive.

All volunteer blood donors must be at least 15 years old, weigh at least 115 lbs and be in general good health.

*Donors under the age of 17 must bring a signed LifeStream parental consent form.*

## Where to Host Your Drive?

If you have an available space of 1,000 sq. ft. or more, you can host your Blood Drive as an **inside setup**.

### Perks of an **Inside Setup**:

- Your donors, volunteers and assisting staff will be more comfortable and out of the elements





- More variety of blood products can be collected (i.e. plasma, platelets or double red)
- Seeing donors faster means better customer service and reduced wait times

*Don't have an indoor space for hosting?  
We'll send over a bloodmobile instead.*

# WHAT'S YOUR DONOR POOL?

(hint: it's those you interact with)

Organizations with at least 100 employees can host blood drives that yield 40 or more pints, but in order to do that, they need to reach out to donor pools outside of the organization. However, organizations with more than 1,000 employees should be able to collect more than 40 pints from a drive with just their employees alone. **Expanding your donor pools** can help bring awareness to your drive, as well as bring in more potential donors.

Sponsor Size	 Employees	 Friends & Family	 Neighboring Organizations	 Community	
100 Members	10 pints +	6 pints +	14 pints +	10 pints =	40 pints possible
300 Members	30 pints +	18 pints +	28 pints +	24 pints =	100 pints possible
1,000 Members	100 pints +	60 pints +	45 pints +	35 pints =	240 pints possible

*Less than 5% of the population that's eligible to donate blood actually does so.*

## SAVING LIVES

At just 3 months of age, Alex Miller (far right) required heart surgery. Over the next several weeks, Alex required three more surgeries. Without the blood from LifeStream being available, Alex could not have survived infancy. Today, he is active and living life!



# BUILD A STRONG TEAM

(have volunteers and recruiters at the ready)

Not everyone can donate blood, but everyone is able to volunteer. If a potential donor says "no" to donating blood, ask if they are willing to donate their time instead and help volunteer at your drive. Your team of volunteers can and will be used in a variety of ways to ensure that your drive is successful.

## Recruitment Team

- Creates awareness and excitement for the upcoming drive
- Reaches out to potential donors to schedule appointments
- Uses face-to-face and peer-to-peer recruitment efforts, which are most effective
- Performs outreach by phone, email, text and social media



## Day-of Planning Team

- Makes the drive fun for everyone involved
- Creates an engaging theme for the blood drive
- Helps ensure that donors have a positive experience
- Staffs canteen area
- Distributes promotional items (if applicable)
- Signs up donors for the next drive



*1 in 7 people entering the hospital will need a blood transfusion.*



## CHAIR A BLOOD DRIVE

As a chairperson, you're an activist for life; your role is vital to our community. Start making a difference today.



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