



Blood Services Advisory  
Council Meeting  
January 20, 2016

**American Red Cross**

# Hosting a Blood Drive

- Gathering a Community of People
- Selecting a Location
  - Mobile Unit
  - Inside
- Setting a Date
- Recruiting Donors
- Day of the Blood Drive

# Gathering a Community of People

- Business
- Faith groups
- People around a cause
- Organizations (Rotary, etc.)



# Setting a Location and Date

- Public or private?
- Inside or mobile unit?
- Day of the week or Saturday?
- What time?



# Recruiting Donors

- Get leadership involved:
  - Company management
  - Police & fire departments
  - Clergy or religious leaders
- Remember:
  - Only 38% of people are eligible
  - Only 3-5% of *those* people will donate





# Recruiting Donors

- Promote it!
  - Facebook event
  - Email
  - Newspaper
  - Ask in person
  - Use the app and set up group challenges!
- Tell stories
  - Each unit can help save up to 3 lives
  - <https://youtu.be/o5WIFIA4XoM>



# The Day of the Drive

- Promote it again!
  - Take a selfie or other image and post it on Facebook
  - Ask others to check in on FB and promote it
- Remind people
- THANK donors and those who post
- Thank the Red Cross staff!



# And Finally...

- Thank you!







QUESTIONS?

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