



American Red Cross  
Tiffany Circle

## Hosting an American Red Cross Blood Drive

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1. Bringing the Red Cross blood mobile to your place of work is the best way if you have enough people to participate. 20+ donors are needed. People feel good when they are recognized by others for “doing good”.
2. Encourage people to donate with a buddy or co-worker. It is definitely more fun and less scary. Only approximately 38% of the population is eligible to donate blood for various reasons, but you can encourage those who can’t donate to volunteer in other ways. They can also donate financially.
3. Letting donors know in advance to **drink LOTS of water and eat foods high in iron at least 3 days** in advance is key. **Vit C** helps with iron absorption. Don’t come directly from spinning class to donate blood. You are too dehydrated!
4. Encourage people to sign up online for a time slot and to use **Rapid Pass** the morning of their donation. Rapid Pass is emailed to the participant the morning of their scheduled blood donation. They can answer all of their super personal questions online at home and then print out a barcode to scan when they arrive to help move along their donation more rapidly.
5. Never turn away a drive by donor because someone signed up for a time slot. Sometimes people do not show up!!!!
6. Always have people ready to jump in for a designated time slot if there is a no show. Keep the flow on the blood mobile going. I never sign up for a time slot so I can jump in any time.
7. Cookies, cupcakes, helium balloons keep things festive!
8. I do a raffle for participants.....an electric toothbrush, gift cards etc.....
9. Always write a personal thank you note to your donors. An enthusiastic “thank you” at the end of their donation is always important too from you and the Red Cross phlebotomists.