

BLOOD DRIVE (COMMUNITY)

January is National Blood Donor Month. Help save lives by hosting a blood drive in your community. As a blood drive coordinator, you'll bring people together, show leadership, and create goodwill. To get started, contact your local blood bank or the Red Cross about being a host. They'll explain how the process works and give you the guidance you need to plan your event. As a host, you'll be responsible for securing a location, recruiting volunteers to help with scheduling and donor support, and of course, getting the word out to potential donors. Your blood drive partner will provide planning assistance, recruitment tools, and all the equipment, supplies, and trained staff needed to screen donors and collect donations in a safe and professional manner. To thank your volunteers and donors, we recommend providing a small gift. Consider engaging community partners to help with this effort by providing them with exposure at your event. Contact a local restaurant to provide food for volunteers or a bakery to provide cookies for donors. You could also feature a raffle and give away prizes for local restaurants, spas, or sports and entertainment venues.

WHO TO INVITE

Anyone over the age of 17 who weighs at least 110 pounds and is in generally good health may be eligible to donate blood. Get the word out to everyone you know and encourage people to sign up and help save a life.

TIMING

We recommend hosting your blood drive in observance of National Blood Donor Month in January. The winter can be a difficult time of year to collect enough blood products to meet the needs of patients. Oftentimes blood drives are cancelled because of inclement weather and seasonal illnesses. That's why this is such a great time.

VENUE

We recommend securing a location with a large open room (cafeteria, conference room, church, school gym). You'll also need an area where donor interviews can be conducted in a private and confidential manner. If there are other agents in your office interested in participating, consider teaming up and hosting at your brokerage firm.

AGENDA

Your blood drive partner will help guide this event which is likely to flow like this:

1. Check In
2. Screening
3. Blood Donation
4. Relax and Have a Snack
5. Thank You

WHAT YOU NEED

Supplies

- ☐ Tables (for food and beverage)
- ☐ Chairs
- ☐ Table coverings
- ☐ Red and white balloons
- ☐ Balloon weights
- ☐ Curling ribbon (for balloons)

- ☐ Tape
- ☐ Scissors
- ☐ Beverage cooler (to keep drinks chilled)
- ☐ Bags of ice
- ☐ Baskets or platters (to hold packaged snacks)
- ☐ Treat bags
- ☐ Gable boxes (for box lunches)
- ☐ Nametags (for volunteers)
- ☐ Sharpies

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

Awkward Agent®

- ☐ Raffle tickets
- ☐ Raffle box
- ☐ Raffle prizes
- ☐ Volunteer thank you gifts
- ☐ Camera or phone for taking pictures
- ☐ Sound system/speaker

Food & Drink

After people donate blood, it's important they sit for at least 15 minutes before leaving. While they're waiting, offer donors a refreshing drink and snack.

- ☐ Cookies
- ☐ Granola bars
- ☐ Chips
- ☐ Crackers
- ☐ Juice
- ☐ Sports drinks
- ☐ Bottled water

You'll also need to take care of your volunteers. Make sure they're well-fed by providing box lunches which may include:

- ☐ Sandwich
- ☐ Chips
- ☐ Pasta salad
- ☐ Fresh fruit
- ☐ Cookie
- ☐ Bottled water

GOOD VIBES ONLY

Icebreaker

Hosting a blood drive is a great way to get to know new people who could be future clients. Make sure you mix and mingle throughout the day, help with check-in, and visit with folks while they're recovering and show gratitude.

Music

Music makes everyone happy and will make time go by faster while people are donating blood. Consider creating a friendly and upbeat playlist for your blood drive or tune into a Pandora station with classic hits.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Event flyer
- ☐ Banner
- ☐ Community newsletter
- ☐ Local business bulletin board posters
- ☐ Social media
- ☐ Email and text messages

Collateral

Further promote your personal brand with the following:

- ☐ Water bottle labels
- ☐ Treat bag labels
- ☐ Volunteer T. Shirts
- ☐ Volunteer box lunches (stickers on outside)
- ☐ Raffle box/sign
- ☐ Thank You cards
- ☐ Social media (post pictures and give shout outs)

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