

## Recruitment Tips and Strategies - Keys to Success

### **Work with leaders within your organization.**

Successful blood drives have support from corporate management, school administrators, and other key personnel. Find a motivated group within your organization to sponsor the blood drive and take the lead.

### **Plan your dates to avoid conflicts.**

Check the calendar, plan ahead, and choose a blood drive date that does not conflict with major events such as holiday breaks, school-wide exams, conferences, business meetings, or other special events within your organization or community.

### **Set a blood drive goal.**

Working with your MEDIC Recruiter, determine the interest level within your organization and how many people may be eligible to donate. Typically, 10% of the population will participate. For example, if you have 300 students, approx. 30 will participate in the blood drive.

### **Looking for other ways to be successful?**

Create teams of ambassadors to help recruit donors for the blood drive.

Develop a theme for your blood drive.

Honor a person or individual at the blood drive.

Schedule the blood drive in advance and clear any potential conflicts.

Form recruitment teams/committees to sign up blood donors.

Maintain constant contact with your MEDIC representative.

People who are not eligible to give blood can help with the drive in other ways.

Spend time asking potential donors to participate in the blood drive face-to-face.

We encourage scheduling appointment times in order for the blood drive to run smoothly and be successful.

MEDIC recommends appointments entered at least one week prior to the blood drive.

Use all communication channels to advertise the blood drive (emails, intranets, newspapers, bulletin boards, morning announcements, mailboxes) to publicize the blood drive.

Make it personal-find someone who has a special endearment for donating, and or has been personally touched by a blood donation or blood transfusion.

Work with your MEDIC representative to ensure all the physical space is ready in advance of the blood drive i.e. space, lighting, heating, cooling, tables, chairs, etc.

Be available during the day of the blood drive, or designate someone else, for MEDIC to contact if there are any questions.

Develop a waiting list of donors to contact if your schedule is full.

These donors can be contacted during the blood drive if there are any no-shows.

## What to Expect from Everyone Involved

### **Sponsor**

- Finds a suitable location for the blood drive and confirms availability and set-up on the day of the blood drive.
- Provides two points of contacts for the blood drive within the sponsor organization. MEDIC asks each organization appoint to a primary and secondary chairperson.
- Publicizes the blood drive.
- Educates and encourages donors to schedule donation appointments.
- Organizes a recruitment team to recruit potential donors within the organization.

### **MEDIC**

- Helps determine logistics of the blood drive including: location, hours, and type of blood drive most suitable for your organization.
- Helps determine an appropriate blood drive goal and how many donors to expect.
- Helps provide ideas on how to recruit donors.
- Brings equipment and supplies to your site; sets up the blood drive and tears it down at the end.
- Screens donors, collects donations and brings blood back to headquarters in Dayton for processing. Blood will be tested and distributed to area hospitals located in CBC's 15-county service area.

### **Donors**

- Donors need to be prepared to spend up to an hour to complete the entire donation process.
- Donation appointments are recommended in advance of all blood drives.
- Donors need to prepare for their donation by eating a well-balanced meal and drink plenty of water to "hydrate" before they donate.
- Donors need to be healthy and bring proper identification which includes a picture ID and date of birth.
- Donors should not exercise on the day of the drive.
- For more information on what to expect, go to [www.medicblood.org](http://www.medicblood.org).