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.