

Saving Lives Through Successful Drives

Santos needed blood when he was born prematurely, weighing just one pound.



Did you know: 1 in 7 people entering the hospital will need blood!

5 Easy Steps To Blood Drive Success

1. Confirm Blood Drive Details

- Get support from leadership.
- Check your calendar to avoid major conflicts.
- Set drive hours.
- Confirm drive location and availability.
- Commit to your recruitment goal.
- Assemble your blood drive team.

2. Build a Winning Team

- Divide leadership responsibilities: recruitment, volunteers, publicity, theme, etc.
- Create programs for each member to control:
 - Flyer distribution
 - 'Bring a friend' program
 - Setting up presentations at school/committee/workplace/church

3. Ask People to Donate

- Personally ask people to make appointments.
- Host donor sign up days.
- Offer lunchtime sign ups.
- Assign appointment blocks to team members.

4. Publicize Your Blood Drive

- Social media & video links
- Posters
- Announcements in local paper
- Presentations

5. Have FUN Saving Lives!

- Create a theme for your blood drive (see back).
- Host a friendly competition.
- Create visual enthusiasm.

Contact your Account Representative for ideas!



Preparing For Your Blood Drive

- Inform your Account Representative if there are any security requirements for our staff.
- Clean & clear blood drive room.
- Have tables & chairs available:
 - 6-10 tables
 - 20-40 chairs
- Meet blood drive staff prior to start time.
- If the blood drive is on a bus, reserve or cone off an area equivalent to 8-10 parking spaces, avoiding handicap parking or emergency lanes.
- Communicate restroom access points for our staff.
- Make the most of the opportunity to save lives – ensure all appointment slots are filled.
- Make final blood drive appointment reminders.
- Remind donors to eat a healthy, iron-rich meal before donation.
- Add extra refreshments, if you'd like. We provide packaged snacks and drinks. However, you are welcome to include any extra food or drink for donors.

Organize Drive Day Volunteers (optional)

- Greeter
- Host aftercare
- Runners

Donation Eligibility

Basic Donation Requirements

General | Must be feeling healthy on day of donation. Donor Services staff will review all current medications.

Age | 17 or older (16 with parent/guardian permission)

Weight | Must weigh at least 110-112 pounds depending on state.

Theme Ideas

Movie | Play a movie during the blood drive; offer popcorn as a treat.

Luau | Give away tropical-themed items (leis, grass skirts, etc.); Play Hawaiian-themed music.

Sports | Offer spirit-themed gifts (t-shirts, signed items, etc).

Rivalry | Do a blood drive against another business/ church/organization; winning one gets trophy.

Tie-Dye | Tell everyone to bring a white shirt, and leave your shirt to tie-dye while donating!

Cookie Bake-Off | Competitors bring in cookies for blood donors to vote on; winner gets prize.

...or create a theme of your own!

For more information call 866-MIBLOOD or visit versiti.org/michigan