



# Blood works miracles every day.

## Organize your drive.

### Each blood donation can save 3 lives

Blood is vital for people of all ages battling cancer, surgery patients, accident victims, and those receiving organ transplants. By sponsoring a blood drive with Bloodworks Northwest, you will help ensure this lifesaving gift is available when your family, friends or neighbors need it.

### Five simple steps to success

Organizing a blood drive is relatively easy. Your BloodworksNW representative will be right there with you every step of the way.

**1. Find Your Potential** — Start by finding out how many people in your group are interested in donating blood. This can be done by circulating a commitment email asking people to donate if you have a blood drive.

**2. Set a Goal, a Site and a Date** — Once you have your commitments, your BloodworksNW representative will help you select an available date and time that's convenient for your group, and a room that can accommodate equipment, staff and donor needs.

**3. Recruit Donors and Promote** — Ask and remind: ask donors to make an appointment and remind them of their time. That's all there is to it!

**4. Oversee Drive** — Be available (or have a designee available) on the day of the drive to guide BloodworksNW Collection Staff during set-up, and to answer questions.

**5. Recognize Donors** — Keep donors coming back by thanking them for their gift, and reminding them that they will be eligible to donate again in 56 days.

### Recruiting donors face-to-face

Nothing is more effective than face-to-face recruitment. When you ask people to give blood, you give them a chance to give back to their community in a powerful, personal and relatively easy way.

### When recruiting

- Let people know that more than 800 units of blood are needed daily to support hospital patients in the Northwest. Your drive is vital to helping meet this local need.
- Be prepared to answer questions about the donation process.
- Provide information about your drive, including date, time and location.
- Refer questions about donor eligibility to BloodworksNW, 1-800-DONATE-1, extension 2543.

### Other donor recruitment ideas

- Have your committee assist with face-to-face recruiting.
- Establish a calling committee to phone people you can't ask face-to-face.
- Ask your organization's leader (president, principal, pastor, etc.) to send a letter to all potential donors, sharing the importance of blood donation, and asking for their support.
- Encourage donors to bring a friend.

### First-time donors

Because only about 7% of the eligible population gives blood, your blood drive is an opportunity for many to roll up their sleeves for the first time. People who haven't donated before may be hesitant simply because they don't know how easy and safe it is to give blood.

### Being ready to donate

1. Eat a healthy meal at least 4 hours before donating, and drink plenty of fluids.
2. Complete the health history questionnaire and screening interview.
3. Receive a brief health check of blood pressure, pulse, temperature and blood iron level.
4. Sit back while a unit (about 1 pint) is collected.
5. Enjoy cookies and juice while relaxing for 10-15 minutes.

### Did You Know?

- Volunteer donors are the only source of blood for our community supply
- Last year, more than 100,000 patients in the Pacific Northwest were helped by blood donations
- Teamwork can make planning your blood drive easier and more rewarding helping you with publicity, donor and volunteer recruitment and recognition.

## Volunteering: The gift of time

Volunteering is a great way for people to support your drive, even if they can't donate blood themselves. Volunteers can assist before the drive with donor recruitment and publicity, and afterwards with donor recognition. Volunteers are also needed on the day of the drive.

**Registration volunteers:** Greet and register donors using a simple computer program. Because this task requires training, registration volunteers are asked to work a minimum of 3 hours.

**Donor monitors:** Observe donors for adverse physical reactions after donation, and provide donors with refreshments that help replenish lost fluids.

### Did You Know?

- The whole donation process usually takes less than 1 hour
- Most people feel just a small pinch when the needle is first inserted and nothing during the rest of the donation
- Only sterile, disposable equipment is used for each donation
- You cannot get AIDS or any other disease by donating blood

- Develop special events or creative promotions connected to the drive.
- Include an article about the drive in your in-house newsletter or website.
- Use paycheck stuffers to promote your blood drive.
- Send e-mail messages with blood drive information.
- Circulate sign-up sheets or have a sign up table in high traffic areas.

### A little "thanks" goes a long way

Patients rarely get the chance to thank the people who give them the gift of life. Let donors know they're appreciated by trying one of the following ways to say "Thanks!"

- Take photos of donors during the blood drive and publish them in the organization newsletter, or post them on a bulletin board in a high traffic area or on social media.
- Write a "thank you" article for your organization's newsletter, including interviews with first-time and experienced donors.
- Use holiday themes. For example, give each donor a thank you valentine, send Thanksgiving day greetings, or decorate a Christmas giving tree with donors' names.
- Post "honor rolls" listing all the blood donors' names in high traffic areas.
- Ask your organization's leader (president, principal, pastor, etc.) to write a special "thank you" letter to all donors.

## Blood drive promotion

While a personal invitation is always most effective, there are lots of great ways to attract potential donors.

- Make announcements to your group to reinforce the need for donors.
- Post flyers advertising the date, time, location and scheduling contact for the drive.

### Did You Know?

- 90% of first-time donors give at mobile blood drives
- The most common reason people don't give blood: they've never been asked
- Scheduled donors are more likely to honor their commitment
- You can keep your drive running smoothly by scheduling donors with specific appointment times
- Eligible donors can give every 56 days

### Requirements

Oregon: age 16+

Washington: age 18+

(age 16-17 with guardian permission)

Adults: 110 lbs

Minor male: 114 lbs

Minor female, first time donor at a blood drive: 125 lbs

Minor female, repeat donor at a blood drive: 114 lbs

Minor female, first time or repeat donor at a Center: 114 lbs



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