



## Student Blood Drive Incentive Programs FAQ – Virtual Drive & Half-Day Takeover

### Q: How do the “Half-Day Takeover” and “Two-Week Virtual Drive” programs work?

A: Students/Student Groups choose to either hold a Half-Day Takeover *or* a Two-Week Virtual Drive.

- **Half-Day Takeover:** Students pick **one** half day during the program period to “takeover” one Bloodworks Pop-Up location or Donor Center, committing to fill a minimum number appointments for that half-day.
- **Two-Week Virtual Drive:** Students are assigned a unique 4-digit code and given two weeks during the program period to get as many friends, family, co-workers, and peers to come in and donate at ANY Bloodworks Pop-Up location or Donor Center during that period.
  - Donors **MUST** provide this code during on-site registration in order to be counted towards your scholarship award. Your unique code is the only way to track your donors.

### Q: What does it mean if I hold a Half-Day Takeover or Two-Week Virtual Drive during a Peak Week?

A: Students earn a higher base award during a Peak Week since this is a time where blood inventory can reach emergency levels.

- **Half-Day Takeover:** Any day within the Peak Week time period to apply.
- **Two-Week Virtual Drive:** Both weeks must be within the Peak Weeks period to apply.

### Q: What is the definition of a School Group?

A: A School Group is an administration-approved and institutionally recognized high school, college, or accredited education institution organization or club consisting of four or more people that is student based and/or focused, tied to a department on campus with oversight of that department, or whose purpose is intended to be a student learning experience.

### Q: Am I given any resources to help me find donors?

A: Yes! We’ll give you a digital toolkit for you to use when posting your code on all social media platforms, emails, and even a helpful script for calls or presentations.

### Q: Could I recruit enough donors for a FULL Day Takeover for a larger award?

A: Yes! Work with your Donor Resources Representative to discuss a location, availability, and how many appointments you would need to commit to filling.

### Q: What if I can’t donate blood?

A: You do not need to be a blood donor to take part in the Student Blood Drive Incentive Program. You just need to be 16+ years old and enrolled in either high school, college or accredited education institution.

### Q: Can I host more than one blood drive during a program period?

A: Yes! You’ll work with your Donor Resource Representative to determine most appropriate timing. For the Two-Week Virtual Drive, each period must be two weeks. Weeks may not overlap and donors will be counted in the consecutive Two-Week interval and may not be combined.

### Q: Can I work with another Student or Student Group to work with and split the Scholarship/Group Fundraiser amount?

A: Yes! We have a limit of two Students or two Student Groups working together. Award will be split 50/50 between the two Students or Student Groups.

### Q: Is my scholarship award taxable?

A: If your educational institution meets the requirements outlined at [www.irs.gov/taxtopics/tc421](http://www.irs.gov/taxtopics/tc421), then your scholarship is not taxable.