



Student Blood Drive Incentive Programs FAQ – Virtual Drive & Takeover

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

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

- **Takeover:** Students pick **one** day during the program period to “takeover” one Bloodworks Pop-Up location or Donor Center, committing to fill a minimum of 25 appointments for that 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 Takeover or Two-Week Virtual Drive during a Peak Week?

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

- **Takeover:** Any day within the Peak Week time period to apply.
- **Two-Week Virtual Drive:** Both weeks must fit completely 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 Community Engagement Liaison 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 within the U.S..

Q: Can I host more than one blood drive?

A: You’ll work with your Community Engagement Liaison to determine if this is possible for you. While we cannot support multiple drives per program period, it may be possible to host multiple drives each school year. You will need to get approval to do so. For the Two-Week Virtual Drive, 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, then your scholarship is not taxable.

Q: What’s the youngest age someone can donate?

A: Donors must be at least 16 years old to be eligible to donate. Permission slips for donors 16-17 years old donors in Washington (not required in Oregon).

- **Permission slips are to be distributed and completed prior to the drive.**