



Blood Drive Basics

Thank you for offering to sponsor a blood drive. We hope the following information is helpful.

1. Identify a suitable and convenient site to hold the blood drive:

- Large open space approximately 1000 sq ft in total with access to bathroom, running water facilities in close proximity.
- Two rooms are acceptable if they are near each other and one is minimally 600 Sq ft.
- If carpeted we will lay tarps in donor bed areas.
- Must have several electrical outlets.
- Must be temperature controlled to include both heat and air conditioning.
- If the site is not on ground level, elevator access to move equipment to and from the space may be required.
- We will inspect the site to ensure it meets FDA standards.

2. Work with the representative from RWJBH to select a date for the drive and decide what 5.5 to 6-hour time frame would be the most convenient for the donors.

3. We will need access to the site, 2 hours prior to the drive to set up. It will take approximately the same amount of time to remove our equipment and supplies at the conclusion of the event.

4. Plan your marketing strategy:

- RWJBH will have all the materials required created that can be used electronically or in hard copy form. Some examples would be: 8.5 X 11" flyer, 11X 17" poster, social media files for Face Book, Instagram and Twitter, Web banner sized file and various size monitor files. RWJBH will have any printing needed done and delivered to you.

5. Plan your recruitment strategy: Recruitment is very different than marketing and involves a personal touch. We suggest that you identify a group of volunteers or a committee within your organization that would like to adopt the drive as a project and work to ensure its success. Some successful techniques include:

- Announcements about the blood drive at events prior to the drive or at meetings sponsored by the groups involved.
- Emails and or letters from company leaders, community group leaders etc, encouraging participation.
- Testimonials from people that may have been the recipient of a blood transfusion.
- Use of social media and other electronic communication.
- Use web sites, electronic signage the print media et al to promote and raise awareness.
- Use a bring a friend approach and offer an incentive to make it fun!

6. Monitor the schedule starting about 4 weeks out to make sure sign ups are on point. We will give you online access to our chairperson's module and support any changes to the schedule that may be needed.

- It is important to note that RWJBH Blood Services may cancel or postpone a blood drive if the number of donors scheduled one week before the drive does not support a successful event.

Other points of Interest:

- RWJBH will provide a COI if required.
- RWJBH Blood Services will provide all equipment, supplies, canteen, donor gifts and printed materials.
- If the site you identify has tables and chairs, we would appreciate being able to use some of them for our set up. The site will be left as it was found. All red bag waste will be removed by our team at the end of the drive. Clean waste will be bagged and left in a designated location for the group to dispose of unless it is requested that we remove it from the site. We request that the site be readied for our use by having anything other than tables and chairs we will need removed or placed to allow for maximum clear space for our set up.

Thank you again for helping RWJBH maintain a safe and adequate blood supply for our patients!

**RWJBarnabas
HEALTH**