



Keys to a Successful Blood Drive

1. Form your goal and recruitment committee.

- Form a committee of outgoing, dependable people to recruit donors.
- We recommend one committee member for every 50 people in your organization.
- Determine an achievable goal for your drive with your South Texas Blood Center Consultant.
- Share the goal with your committee members and establish a specific number of donors for each committee member to recruit, based on the size of the department or group they represent.
- Equip committee members with information necessary to persuade someone to donate. All the facts you need to recruit can be requested from your South Texas Blood Center Consultant.
- Equip committee members with a list of previous donors.

2. Choose the time for your blood drive.

- Consider if you can make the blood drive its own event. Blood drives are typically most successful as their own event, rather than joined with other activities such as health fairs.
- Consider scheduling one or more of your blood drives close to a holiday when people are more inclined to give.

3. Recruit Donors.

- Each committee member should ask potential donors face to face. This gives prospective donors the opportunity to ask questions. Sometimes all they need is a little encouragement.
- If the donor is a repeat donor, ask them to bring a friend along.
- Use social media to get the word out.

4. Thank your donors after the drive.

- Work with your consultant to thank all those who donated and those who tried to donate.
- Give credit to those who recruited donors, publicized the drive, or assisted the day of the blood drive.
- Let your administration know the results.

5. Evaluate the results with your South Texas Blood Center Consultant.

- Write down what you and your committee did to make your blood drive successful.
- Make a list of things you would do differently next time.
- Review the blood drive with your consultant and schedule a time for your next blood drive.