

Organize Your Blood Drive

One Blood Donation *can save three lives*

Patients across South Texas rely on the generosity of volunteer blood donors. Without them, the lives of accident victims, cancer, cardiac and organ transplant patients would be lost.

By sponsoring a blood drive, you are helping ensure that blood will be available when patients need it.

Five Easy Steps *to saving lives*

Organizing a successful blood drive is a relatively simple and highly rewarding experience. Your South Texas Blood & Tissue Center Donor Recruitment Consultant (DRC) will be with you every step of the way to provide you with the tools you need to be a community hero!

- 1. Measure your commitment** - Start by finding out how many people in your group are interested in donating blood. You can do this by circulating a **sign-up sheet** asking people if they would commit to donating if you had a blood drive. *(minimum of 20 committed donors)*
- 2. Set a goal, site and date** - Once you have committed donors, your DRC will work with you to select an available date and time that is convenient for your group and a site that can accommodate equipment, staff and donor needs.
- 3. Recruit and promote** - Educate your group about the need for blood and ask them to make an appointment. Your DRC is available to make presentations *(this is the most effective way to educate your prospective donors)*, provide you with videos and all other promotional materials.
- 4. Guide your success** - Be available *(or have a designee available)* the day of the blood drive to answer questions or guide STBTC staff during set-up.
- 5. Celebrate the gift of life** - Recognize your donors and thank them for taking the time to save lives. Remind them of your next scheduled blood drive.

Facts:

- Every two seconds, someone needs blood.
- In 2011 coordinators helped collect **94,875** units of lifesaving blood for patients in South Texas.
- **Donating for Life**, our electronic portal for donors and coordinators makes it easy for you to manage your blood drive online! Click on the icon below or turn to page 3 of this packet to get started!

Organize Your Blood Drive

Connect for Life *Face to Face*

Connecting with others face to face is the most effective way to recruit.

When recruiting donors face to face:

Be prepared to answer questions about the [donation process](#)

Provide the 5 W's of your blood drive: Who, What, When, Why, and Where

Refer donor eligibility questions to: DonorEligibility@bloodntissue.org

Remind donors their donation is valuable and STBTC wants to make the most of it. By collecting the most needed component for their blood type, we can meet the specific needs of area patients

Other recruitment tips:

Utilize Donating for Life to recruit and thank donors. Keep your blood drive supporters informed of dates and changes with one click! *(Not familiar with Donating for Life? Call us at 210-731-5555 ext. 1375 to schedule a one-on-one training session.)*

Ask your organization's leader (president, principal, pastor, etc.) to send a letter to all members sharing the importance of blood donation and asking them to support your blood drive.

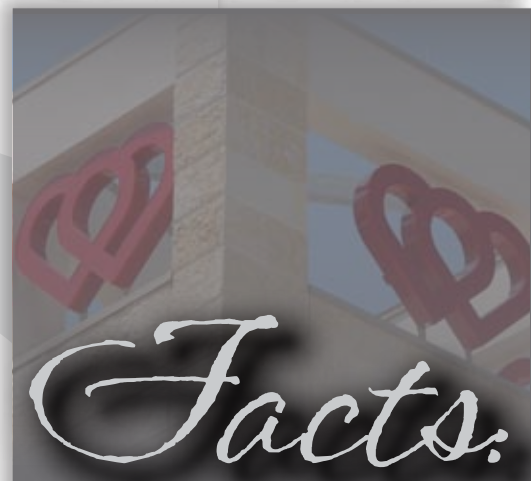
Encourage donors to bring a friend.

First time donors - Less than 10% of eligible people actually donate blood. This means your blood drive will be the first time the majority of your peers go through the donation process. Here's what to expect:

1. Eat a healthy meal and drink fluids.
2. Complete a donor registration form and screening interview.
3. Get a mini-physical: blood pressure, pulse, iron level and temperature check.
4. Sit back while one pint of blood is collected.
5. Enjoy refreshments and relax for 10-15 minutes.

Causes *for Outreach*

It is essential to increase participation from donors of diverse backgrounds. If you would like to help with this cause, ask your recruiter about hosting a [We Are the Answer](#) or [Donar Sangre Es Donar Vida](#) blood drive.



- Anyone who is 16 and weighs 120 pounds ([with a parental consent form](#)), or at least 17 years old weighing 110 pounds & in good general health can donate blood.
- 70% of collected blood goes to patients with ongoing treatments for diseases like cancer.
- Scheduled donors are more likely to honor their commitment.

Donating *for life*

Donating for Life is an electronic portal designed to make donating blood easier and more convenient for donors and blood drive coordinators. Your donors can now schedule their appointments online by visiting <https://www.donatingforlife.org>, clicking on the Donate Blood button and searching for drives using your sponsor code.

Donating for Life's Coordinators Corner allows Coordinators to access features that'll help make their blood drive a success. *Coordinators will now be able to recruit donors, schedule, change and cancel appointments, add a new donor and view their blood drive schedule online!*

To access the Coordinators Corner, login to <https://www.donatingforlife.org/sitecoordinator>. Username and password will be provided by your Donor Recruiter Consultant. Keep your username and password confidential.

How to recruit donors

On the home page, select the *All Currently Eligible Donors* report to pull a list of donors from previous blood drives. You can print this list or you can email donors the link to your upcoming drive by choosing *email the donors on this list* at the top right corner.

How to schedule appointments

Go to the donors tab and use the search tool to find a donor who is associated with your drive. Click *Make Appt* link next to the name of the appropriate donor. Select the donation type and appointment time. Click Sumbit. >>

If your donor is not found, you will need to **Add A New Donor**. Enter Donor Information. Required fields are indicated by an asterisk (*), click Submit to save data entry. Click on *click here to make an appointment for the donor*. Select the donation type and appointment time. >>

How to View Drive Schedule

Select the Blood Drives tab. Search the drive that you want to review and click the link that says Schedule. Once the schedule appears, you can email invites or thank-yous to the donors, or print the schedule for face-to-face recruitment, or export the list to excel.

How to Change or Cancel Appointments

On the blood drive schedule, locate the appointment you'd like to modify and click the *Move* or *Cancel* link next to the appointment. The donor will receive a confirmation of either the change or the cancellation.