



---

# How to Host and Promote a Blood Drive

---





Hosting blood drives allows your Rotary Club to provide Service above Self and impact the lives of local patients.

---

**The involvement of leadership** plays a critical role in the success of any blood donation program. When possible, leading by example as a blood donor is the ultimate model, underscoring the importance of regular blood donations and setting the tone for everyone. It is also important that **leaders encourage volunteerism** and support the members who manage the Blood Drive Campaign with support and resources.

## The Top Ten Tips for a Successful Blood Drive

1. Always inform and consult the Blood Center on how to support and collaborate.
2. Get active and visible support from the top.
3. Set up a good location for the blood drive.
4. Set a goal for the blood drive.
5. Appoint blood drive team members who are enthusiastic.
6. Hold regular team meetings.
7. Motivate blood donors face to face and schedule them for specific appointment times.
8. Provide information and educational materials and don't forget social media!
9. Confirm donation appointments.
10. Take the time to "close out" the drive.

# Guide on How To Host a Blood Drive

## 1. Promoting the blood drive

- a. Newsletter announcements and articles at least three weeks prior to blood drive date and up to the day of the drive. Follow-up story (with pictures) after the drive.
- b. Announcements at all meetings.
- c. Email to all members at least 2 weeks before the blood drive.
- d. Put up posters at least two weeks before the drive.

## 2. Recruiting blood donors

- a. Sign-up tables at events and meetings. Periodically, two weeks prior and up to the day of the drive, the sign-up tables should be strategically placed in high-traffic areas.
- b. Challenge other Rotarian groups/chapters to a competition.

## 3. Organizing the blood drive

- a. Find the largest possible room or a convenient location for a mobile bus.
- b. It should be well known, easy to reach and easily accessible.
- c. The space should be well lit and temperature controlled.
- d. It will need to be equipped with at least four electrical outlets.
- e. The space should be cleared of unneeded furniture or equipment prior to the blood drive.
- f. Carter BloodCare will provide snacks and water before and after the donation process. Any additional refreshments may be furnished by the sponsor group.

## 4. Volunteer workers

- a. A designated committee of high-energy, committed Rotarians responsible for managing all blood drive donation activities is the cornerstone of any successful program.
- b. Registration coordinators greet and help begin the registration process.
- c. Recovery coordinators serve donor refreshments and observe the Rest & Recovery area to ensure donors' well-being is monitored closely.

---

*The single most significant factor for the success of the program is personal motivation of potential blood donors.*



## Guide on How To Promote a Blood Drive

---

Promoting your blood drive is key to the overall success and this toolkit was designed to help you spread the word! **So how can you effectively promote your drive?**

1. Personally ask Rotarians to either sign up to donate or recruit a donor.
2. **Email:** Spreading the word about your drive throughout your company or organization is easy via email. Check out the example copy for some inspiration and add in your own details. Just copy and paste.
3. **Text:** Send the info where everyone is already looking! Send a mass text with short and informative details that allows donors to easily be reminded from the palm of their hand.
4. **Facebook Events:** There are so many ways to quickly and easily spread the word online. Facebook events are a great option and allow you to gauge interest and predict turnout with invites and responses.
5. **Social Posts:** Share the blood drive social media images and accompanying copy on your channels. Don't forget to tag @CarterBloodCare and include details like your drive, time, date, location and a link for donors to sign-up!
6. **Flyers:** Whether you want to spread general awareness about the need for blood donations or provide detailed information about your upcoming blood drive, flyers are available for you to download and print.



---

# Examples and Templates

The following images are available to use to promote your upcoming blood drive.



Click Images  
to Download

# Email Template

This personal email template copy can be used when spreading the word about the importance of blood donations outside of your company or organization.

## Example Copy

### Join us at our blood drive

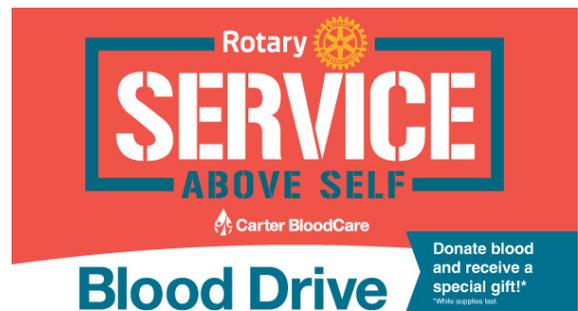
Donating blood to help our family, friends, and neighbors in need is a meaningful way to embody “Service Above Self.” Blood drives have an immeasurable impact on our community.

We’re hosting a blood drive at [\[LOCATION\]](#) at [\[TIME\]](#) on [\[DATE\]](#). Make a difference for local patients by scheduling an appointment.

[\[insert your custom blood drive sign-up link\]](#)

[\[SIGNATURE\]](#)

## Email Header Image





Click Images to Download

# Facebook Event Details

Create an event page on Facebook with details of your upcoming activity and invite your Facebook friends to join. Update the page regularly with information about giving blood and motivating donation. Use short, impactful facts and remember that attaching a photo or image can make the post stand out. Finally, make sure with every post you ask people to “share” your page. This is how the message spreads.

The image shows a Facebook event page for a "Carter BloodCare Drive". The event banner features the Rotary logo and the text "Rotary SERVICE ABOVE SELF" in large, bold letters. Below this, it says "Carter BloodCare" and "Blood Drive". A call to action on the right says "Donate blood and receive a special gift!\*" with a note "\*While supplies last." The event date is "THURSDAY, JULY 15, 2021, AT 7 AM CDT". The event title is "Carter BloodCare Drive" and the host is "[HOST]". The page has tabs for "About" and "Discussion". There are buttons for "Interested", "Going", "Invite", and a share icon. The "Details" section shows that 5 people have responded, the event is by "[HOST]", and the location is "[LOCATION]". It also lists tickets from "www.ticketlink.com" and the event is public. The description encourages donating blood to help family, friends, and neighbors in need, and mentions that donating a pint can save up to three lives. There are placeholders for [DATE], [TIME], [ADDRESS], and a [Link to sign-up].

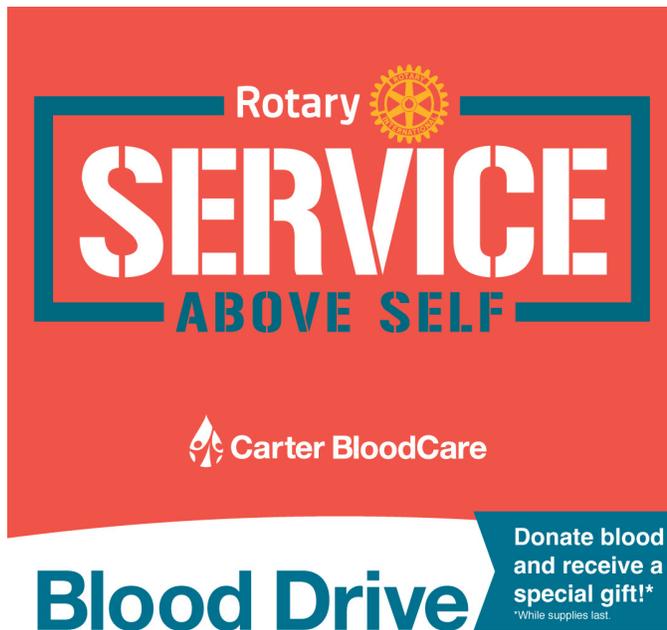


Click Images to Download

# Social Media Posts

Ask Rotarians who are actively using social media to post information about your activity, along with blood donation and/or potential facts. The message spreads when you ask in your post to “please share”.

## Social Post



## Social Story



## Example Copy

We are hosting a blood drive with @CarterBloodCare! Join us on [DATE] from [TIME]. The drive will be located at [LOCATION]. Local patients are counting on you! Join us and donate blood with @CarterBloodCare on [DATE]. The drive will be located at [LOCATION] from [TIME].

[insert your custom blood drive sign-up link]





Click Images to Download

# Flyer Template

These flyer templates are available for use with your blood drive information inserted. Include the QR code provided so people can easily sign up from their mobile devices.

**Rotary** 

**SERVICE**  
**ABOVE SELF**

 **Carter BloodCare**

**Donate blood and receive a special gift!\***  
\*While supplies last.

**Blood Drive**

**Wednesday, September 30, 2024**  
**8:30 AM - 1:00 PM**

**Location Title**  
Address 1  
Address 2  
Address 3  
City, State Zip

**Firstname Lastname**  
555-555-5555  
email@theinternet.com

  
[insert QR Code]

SCAN HERE  
Schedule an Appointment

 **CarterBloodCare.org**  
Call 800-366-2834 | Text CBCDonate to 999-777

# Be a Hero, Save a Life

## Key Blood Facts:

---

Of the **118.5 million** blood donations collected globally, **40%** of these are collected in **high-income countries**, home to 16% of the world's population.

---

In **low-income countries**, up to **54%** of blood transfusions are given to **children under 5 years of age**; whereas in **high-income countries**, the most frequently transfused patient group is **over 60 years of age**, accounting for up to 76% of all transfusions.

---

Based on samples of 1000 people, the **blood donation rate is 31.5 donations in high-income countries**, **16.4 donations in upper-middle-income countries**, **6.6 donations in lower-middle-income countries** and **5.0 donations in low-income countries**.

---

**Only 56 of 171 reporting countries produce plasma-derived medicinal products (PDMP)** through the fractionation of plasma collected in the reporting countries. A total of 91 countries reported that all PDMP are imported, 16 countries reported that no PDMP were used during the reporting period, and 8 countries did not respond to the question.

---

**JOIN US IN MAKING A DIFFERENCE WORLDWIDE.**

