

Rotary



Rotary Action Group
for Blood Donation

A global network to save lives

BLOOD DRIVE HANDBOOK

Rotary Action Group for Blood Donation

www.ourblooddrive.org

Join us at www.ourblooddrive.org – There is no cost or obligation

Dear Fellow Rotarians,

We invite you to join our **Rotary Action Group for Blood Donation**

Our group exists to help people who believe in volunteer blood donation, share their enthusiasm, their ideas, and their words; we can even help share technology and training.

While our blood donations stay in our communities, our impact will be shared globally.

Our website www.ourblooddrive.org is our meeting room, open 24 hours a day, every day of the year. Please visit the site.

You will also find resources in editable form, ready for you to customize for your club and district.

To join:

Send the following information to info@ourblooddrive.org

- First name
- Last name
- Badge name (Nickname)
- Rotary-Club
- Rotary District
- Country
- E-mail address
- Phone number

Our operating expenses have been covered through support from Carter Bloodcare, so there is no need for dues

Please invite other interested in blood donation to join us

Jean-Claude
Jean-Claude Brocart
President
France

Cees
Cees Smit Sibinga
Vice President
The Netherlands

B. J.
B. J. Smith
Secretary
USA

Joe
Joe Ridley
Treasurer
USA

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Success Factors

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

The number of blood drives¹ held each year contributes significantly to the success of your overall program. Ideally, the number of drives hosted at a location or site is at least twice per year initially and then four times per year as the program develops.

Early planning is highly important. One of the first steps is **to contact your local or regional Blood Center**. You may also ask your local hospital who supplies the blood to your community. Your local or regional Blood Center will help with scheduling and staffing the drive and can be a source of educational and promotional materials such as tent cards, posters, presentations at meetings and a resource for training those who will be managing your drive internally.

Many local and regional Blood Centers are willing to hold programs for local Rotary Club.

You don't need to reinvent the wheel. Your community blood center will provide guidance and materials. **Each community has its own way of doing things** and so the guidelines in this handbook should be adjusted for your particular circumstances.

**Find ideas and tools
from around the world at www.ourblooddrive.org**

REMEMBER
June 14 is World Blood Donor Day

¹ There are different indications for blood donation outside a Blood Centre – e.g., Mobile Team session, Blood Drive, Blood Camp, Donor Camp, Donor Session, Donor Clinic.

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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 (IEM) and don't forget social media!
9. Confirm donation appointments.
10. Take the time to “close out” the event.



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The Committee Structure



A **designated committee** of high-energy, committed Rotarians responsible for managing all blood drive activities is the cornerstone of any successful program.

Ideally, an experienced Rotarian is the **Drive Chairperson**.

His/Her major responsibilities include:

- Gaining club support of the program
- Interacting with the blood center
- Identifying the Drive Champions
- Determining the overall Rotary Club objective for hosting blood drives
- Setting individual goals
- Establishing the number of drives to be held annually
- Identifying successes and challenges
- Enlisting Blood Center involvement and support with planning each drive
- Overseeing drives and recording statistics
- Managing master schedule of donor appointments
- Publicizing final donation results
- Instituting changes based upon lessons learned
- Leading the Champion's team – educating, delegating tasks, assigning goals.






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

Instituting a Champion's Network to manage this provides the opportunity for every member (a potential donor) to be personally asked by a peer to donate blood. Because personal contact is so vital, Champions should be selected with great care.

Champions are responsible for:

-  Interacting with the Blood Center.
-  Motivating donors (see Donor Motivation section).
-  Educating members on new developments.
-  Maintaining contact with donors to allay fears and help them overcome potential obstacles that might prevent their participation.
-  Coordinate volunteer lists for efforts on the day of the drive.

Potential donors often react most positively to appeals from peers for blood donations. Personal solicitation from peers provides a warm and friendly touch that helps new donors overcome their concerns, and has proven to be the most successful motivational tool.

Champions should be sensitive to the fact that some may not be able to donate or may simply prefer not to be approached.

An individual's wish should always be respected.



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Choosing a Site

A blood drive requires a registration area; a private medical area where potential donors are screened for eligibility (this can be as simple as a corner of the room that will be screened off); the donation room or area; a screened-off section to handle any emergencies or donor reactions; and a refreshment area.









Ideally, on a large drive, Blood Center staff should have a separate room for breaks.

The donation site should be:

-  Well known.
-  Easy to reach.
-  Easily accessible.



The donation room should be:

-  Well lighted.
-  Adequately sized.
-  Cleared of furniture and equipment that would interfere with blood collection operations.
-  Free from noise, traffic, and non-blood drive related activities.
-  Temperature and humidity controlled.
-  Equipped with adequate electrical outlets and telephones.
-  Located close to restrooms (m/f).
-  Located on the ground floor or, if this is not possible, have elevator access.

Important: All sites will be inspected by your blood center representative who will also tell you what equipment and professional staff will be sent by the Blood Center.

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Promoting the Blood Drive

Good publicity for a blood drive broadens awareness and complements motivation efforts.

Start with a creative theme or name for your blood drive. Good examples are **The Governors' Challenge; Mon Sang pour les Autres (My Blood For Others); Vandaag Ik, Morgen Jij! (Today Me, Tomorrow You!)** – but you're free to be creative

Publicity can be arranged through the Blood Center, the Rotary Club or as a partnership and should begin about four weeks before the blood drive date.

Local or regional Blood Centers offer a variety of promotional materials.

- Publicity can be accomplished with posters, tent cards and banners displayed in prominent locations where they will have optimum visibility.
- Make arrangements to have an article or advertisement publicizing the blood drive in your Rotary Club newsletter or on the web site. Also use your local newspaper, if possible.
- Publicity notices may also be distributed through e-mail or SMS message to the member population.

Remember that social media is a valuable tool that can be used to promote voluntary blood donation and a voluntary blood drive. (More on social media below).



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The Power of Social Media

Social media has proven to be a powerful form of communication for companies and organizations – including many blood centers.

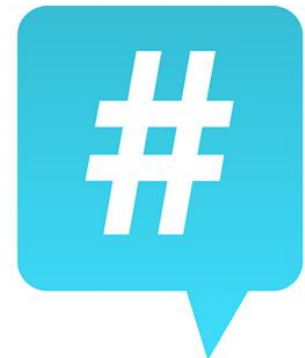


Facebook and Twitter are effective ways to not only promote your blood drive, but also spread lifesaving messages about giving blood. There are general ways to do this:

- Create an *event page* on Facebook with details of your upcoming drive and invite your Facebook friends to join. Update the page regularly with information about giving blood. 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.
- Ask Rotarians who are actively using Facebook or Twitter to post information about your blood drive, along with blood donation facts.

The message spreads when you ask in your post to “please share” on Facebook or “please retweet” (RT) on Twitter.

- For Twitter users,
 - a. Use classic hashtag like #Rotary, #blood, #RAGBD
 - b. create a hashtag for your blood drive (for example, #RotariansGive, #RotariansSaveLives, etc.). Once you determine your hashtag, include it on every tweet that goes out to help you drive tweets be found.



- Many community blood centers maintain active Facebook and Twitter accounts. Encourage your group to follow or retweet (RT) your blood center’s posts and tweets.

You may also find helpful information or stories on your Blood Centers website. Copy and paste the links to these stories on your Facebook or Twitter.

Please join our RAGBD Facebook group:

<https://www.facebook.com/groups/2040560996047929/>

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*A successful blood drive is an excellent
Community Service project - and it's free!*








Donor Motivation

As part of your efforts, you will be assigned a Blood Center representative dedicated to your organization's donor motivation and mobilization efforts. Your Blood Center can also provide a great presentation at a Club meeting; best a week before the drive.

There is a great deal of information and educational donor motivation material included in this tool kit. Your Blood Center representative can also provide brochures, pledge forms, posters, fact sheets, current medical guidelines, and motivational videos. Work through your Coordinator to obtain what you need to be successful in your efforts.

Your Blood Center has many examples of motivating material. The following are some effective techniques Champions can use when motivating donors:

-  Obtain a list from your Blood Center of people who have previously donated and ask them to donate again (NB – Observe privacy issues).
-  Don't ignore people who have not donated. They may have never been asked before or the circumstances that prevented them from donating may have changed.
-  Send a memo or flyer to members and members of other local Clubs notifying them of the upcoming blood drive. Use e-mail or voice mail when available.
-  Be enthusiastic! Your drive and commitment can be motivating.
-  Be confident! You are performing a duty that will help other people and save lives!

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- Be prepared! Know the day, date, place and time of your blood drive. Have enough brochures and pledge cards on hand for your calls.
- Talk to each potential donor face to face. One-on-one contact is the only way to be sure that potential donors realize how important their blood donation is.
- Take time to really listen to a potential donor's objections. You may be able to overcome them easily. Listen to prospective donor's concerns about donating and respond to them. Keep your list of donor criteria from the Blood Center handy so that you can respond to questions about medications, travel, etc. that someone may think precludes them from donating. You can feel comfortable referring prospective donors directly to your local Blood Center for more information. Additionally, some of the most frequently asked questions and concerns about donating blood are included in this handbook.
- Thank the person regardless of whether or not they sign up.
- Create cheerful and friendly challenges between Clubs or Districts

Nothing is more effective than asking someone face to face to give blood.

Scheduling Donors










Scheduling appointments is critical to your blood drive running smoothly. Also, people with appointments are more likely to show up. So to avoid heavy "walk-in" traffic, try to pre-schedule as many donors as possible.

- Utilize a website as a method of registration. A website for the blood donation campaign is a great way to have donors set up their own appointment times and automates the maintenance of the master schedule. Many Blood Centers have easy access to an on-line appointment and blood drive management tool.



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-  Work with the Blood Center to create the master schedule. Together, determine how many appointments to make and at what intervals (e.g., four donors maximum, scheduled every 15 minutes).
-  Distribute schedules to your Champions so they can fill in appointment times with donors. However, it may be important to give Champions access to only a few of the available appointments during a given time to ensure that certain times do not get overbooked.
-  Reduce the number of available appointment times during staff breaks.
-  According to your local Blood Center policies, keep the last 15 minutes of the drive unscheduled to allow for overflow.
-  List donors' phone numbers and e-mails on the master list so that the volunteers can reach donors that do not show up for their appointment.
-  Provide your Blood Center representative with a copy of the updated master schedule regularly. Utilization of an on-line tool can make this process simple and quick.
-  Send e-mail confirmation to verify donation times a week prior to the blood drive.
-  Send voice mail confirmation to verify donation times the day of the blood drive.
-  Provide alternative dates for donors who are not able to give on the day of the drive. If your Blood Center is conducting a blood drive at a nearby location you may be able to offer donors the opportunity to reschedule at these other locations or to the Blood Center's fixed sites.

Organizing A Blood Drive

Hosting a blood drive is a fun and an easy way to help members give back to the community.

This section provides a timeline and checklist for action items to be completed in organizing the blood drive. Check with your local or regional Blood Center for any adjustments or modifications they may suggest or require for either the timeline or the action items.



1. Begin Organizing (8-12 weeks before)

_____ Make a list of who will be asked to donate and estimate the participation level. This list should include all Club members, in addition to family members, friends and member's employees and co-workers who may also participate in the event. If your Rotary Club has run drives in the past, obtain a list of previous donors from your account manager or Blood Center representative.

_____ Meet with your Blood Center coordinator or representative to discuss procedures and location for the blood drive. Accompany the person on a tour of the site to review the checklist for choosing a site. Confirm room space, hygiene and cleanliness.

_____ Check available publicity materials and arrange for news articles, posters, or other needed supplies from your Blood Center.

_____ Talk to facilities / security personnel about specific arrangements for the drive; i.e., special parking requirements and building access.

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2. Coordinate the Team (4-8 weeks to go)

- _____ Contact your Blood Center coordinator or representative and District leaders to notify them of goals, plans, and requested support. Challenge friendly other Clubs in your area!
- _____ Make a list of what you have to do to ensure a smooth-flowing blood drive, including what you need of member volunteers to manage on the day of the drive.
- _____ Identify Champions to motivate donors. Rotary leaders are appropriate Champions. There should be one Champion for about every 25 potential donors.
- _____ Arrange the date of the Champions' kickoff meeting with your Blood Center representative. Request brochures and "Champion kits" if available.
- _____ Notify Club members or group members about the upcoming blood drive and ask for their support through memos, e-mail, etc.



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3. Training (3-4 weeks)

- _____ Hold a Champion's kick-off meeting. Establish specific goals. This will help each Champion to be focused and efficient. Hand out a list of Club members or group members to each Champion at the meeting.
- _____ Outline detailed timetable and reporting system.

4. Start Scheduling (2 weeks before)

- _____ Have Champions make personal visits and phone calls to Club members. Direct contact has proven the most effective strategy to getting a large turnout.
- _____ As with any major event, you can assume a 20% cancellation rate. In theory, if you plan on having 50 donors, mobilize 60 persons.
- _____ Schedule appointments for donors based on their stated time preference, but keep the schedule balanced. Your Blood Center representative will give you a scheduling template to follow.
- _____ Have Champions forward appointment lists to the individual who will compile the master timetable.
- _____ Give frequent updates to all Champions.
- _____ Recruit volunteers to help with tasks on the day of the drive (managing the registration table, handing out snacks to donors, confirming appointments, pleasing and accommodating, etc.).



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5. Make Arrangements (1 week before)

- _____ Confirm the room/space reservations for the drive with the building management. Make sure that there is a working telephone at the blood drive.
- _____ Provide a pre-drive report to key leadership, group leaders and the Blood Center representative.
- _____ Send appointment cards, e-mails, or SMS messages to all potential donors.



6. Last Minute Details (One day before)

- _____ Schedule a walk-through with the facilities maintenance department. Clear reserved rooms/spaces of excess furniture and make sure the reception/waiting area has been arranged for the donors (Season differences).
- _____ Post signs directing potential donors to the blood drive.
- _____ Remind building security about the blood drive.
- _____ Check that freight elevators are in working condition.
- _____ Confirm volunteers on schedule.

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7. Almost There (Day of)

- _____ Call, email, or SMS message potential donors to remind them of their appointment.
- _____ Arrive at the site about 60 minutes before the first scheduled appointment to greet the professional blood collection personnel and to handle any last-minute details.
- _____ Assign a greeter for potential donors.
- _____ Assign someone to make reminder calls to scheduled donors who are not present for their scheduled appointments.
- _____ Thank all participants cordially as they leave, whether or not they were able to give blood.
- _____ Notify building management when the last appointment is finished.

8. Closing Out the Event (Day After)

- _____ Send "thank you" letters to donors. The donors who participated this time will probably donate in the future.



- _____ Send "thank you" letters to Champions for their assistance and support.
- _____ Follow-up with "no-shows." Kindly ask why they did not come to donate. Maybe you can ease their fear for the next scheduled blood drive.
- _____ File all of your notes and paperwork generated during the drive. These will be helpful when organizing your next drive.
- _____ Take down building publicity and store for future use.

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Evaluating the results

To evaluate the success of your blood drive and to improve upon it next time, if needed, **it is necessary to measure the results.**

This is the role of the Blood Drive Chair.

It is helpful to track and compare data from each Club and share data amongst Clubs and Districts.

Your data system can help you keep track of information about the number of drives, deferrals (individuals who could not donate for medical reasons such as colds or low-iron count), and missed appointments.

Analysis of the responses can help for future blood drives.

Data may indicate that a variety of appeals are necessary in order to motivate the various segments of the entire Club member population.

Once you have taken the time to review your blood drive:

- ♥ Send out a memo to all group members with the results of the drive.
- ♥ Provide the results to Club and District leadership.
- ♥ Send a broadcast message to the Club member population congratulating the site on their successful blood drive and commending donors for their support.
- ♥ Send a thank you note to Champions.



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Overcoming Some Common Concerns from Potential Donors

No one ever asked me to give blood.

Consider yourself invited. If you are over 18 (16 or 17 in some countries), weigh at least 50kg (or 110 pounds), and are in good health, you can probably donate blood.

Frankly, I'm afraid to give blood.

That's natural. There is a slight sting when the needle is inserted. Otherwise it's quick and painless. Will you try it? We will be there through the donation to make sure you are comfortable; I can schedule a friend to donate at the same time.

I'm on a sports team.

Athletes can donate as regularly as anyone else. However, it is not a good idea to practice vigorously right after donation because of the possibility of dehydration. Give your body a day to replace most of the blood volume you donated.

Can I get AIDS from donating blood?

Absolutely not! All equipment used to collect blood is sterile, used once for your donation and is then safely discarded.

What if I have anemia?

If you have anemia, you cannot give blood. But anemia is often a temporary condition that can be corrected with diet. Your blood will be tested for iron (hemoglobin) before your donation to ensure it is safe for you to donate. Eating nuts, raisins, or iron supplements in the days before your donation can help to increase your iron level.

I may faint.

The likelihood of this happening is minimal. It helps to eat before donating and drink extra fluids, especially after your donation.

I already gave.

Great! Many donate several times a year (limit depends on the country)

They don't need my type.

Every blood type is needed. In fact, you may be asked to donate a specific blood component based on your blood type.

I don't think I'm eligible.

We give you a mini-health check. Our professionally trained blood center staff makes sure that it is okay for you to donate. Do you have a specific reason why you think you are not eligible? We can check this for you. Or, we can refer you to a nurse at the blood center who can answer questions about eligibility.

I'm too busy.

The hour you will spend donating one unit of blood may save several lives. Isn't an hour of your time worth that?

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Sample letters

Summer blood drive

Dear Fellow Rotarian,

As the Summer approaches, many of us begin to make plans to enjoy traditional warm weather pastimes. There's another summertime tradition - an unfortunate one - that hospitals in our area must plan for during the Summer. Our local blood supply can fall to dangerously low levels, creating a potential health crisis for accident victims, surgical and cancer patients, and newborn babies.

The need for blood does not decrease during the summer, but the number of donors frequently does. Vacations and other leisure-time activities often claim the attention of even the most committed regular blood donors. Colleges, universities and high schools are closed or on limited schedules, further depleting the donor pool.

At this critical time of the year, our blood drives take on added importance as a source for blood donors. Accordingly, one of the "traditions" is a blood drive. Soon, you'll be hearing from a member, who is a blood drive volunteer, asking you to sign up for the blood drive.. I hope you'll say "yes" and put giving blood at the top of your list of summer plans.

For more information on the blood drive and donating blood or to schedule an appointment to donate, please visit our drive website at http://www._____.

Thank you for your continued support and cooperation.

Sincerely,

Thank You Letter to Donors

Date

Dear _____,

Thank you very much for donating blood at our blood drive. You should be proud to know that you have contributed to the health and well-being of the patients in our community. Thanks to the caring and commitment of blood donors like you, many lives are saved daily. You may be interested to know that most of the blood we collected was used within 48 hours, going to leukemia and other cancer patients, surgical patients, accident victims, thalassemia patients and many others.

Again, thank you. We look forward to your continued support at our next blood drive.

Kind regards,

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