

Four Steps for Blood Drive Recruitment



1. Talk to each potential donor in person, if possible.

Because donating blood is such a personal experience, it is essential that every person asked to give blood be approached in person. Personal contact is a sure way to make certain potential donors realize how important their donations are and how many people they may be helping. If a potential donor is not in when you make your recruitment visit, try again later. If personal contact is not possible, rely on telephone or email communication. Supply the potential donor with a brochure or flyer and a method in which they can reach you for information.



2. Be enthusiastic – it's contagious.

Your commitment will become their commitment. Educate the donor about the vital role they will play in this life-saving event.



3. Be confident.

You are asking people to do something that will help others and make them feel good about themselves. Confidence builds from experience, which dispels the fear of the unknown.



4. Be prepared.

Know the day, date, and time of your blood drive. Have enough flyers on hand for your calls and take the appointment schedule with you. Try to get the donors' commitment by signing them up for a specific donation time. Be sure to have INBC's phone numbers available so other technical or personal questions can be discussed with a qualified INBC staff member.



**Inland Northwest
Blood Center**

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It's About *Life!*

www.inbc2.org - (800) 423-0151

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