

Blood Drive Success: **A Guide for High School Blood Drive Coordinators**

- Build a super recruitment team!** Your high school organization may be sponsoring the drive, but you can still solicit additional help from athletes, student government leaders, faculty members, members from other clubs, etc. Include juniors and sophomores so they can gain experience for future drives. Some school organizers meet with all organization presidents to encourage them to invite their members to donate. Peer recruitment, a one-on-one invitation to donate, is the best way to get people to participate in a blood drive.
- Get the word out!** Put up posters in high traffic areas such as the cafeteria, hallways, library, and computer lab. Ask for announcements in the school newspaper and on the PA system or closed circuit TV. Announce the drive on your school's marquee. Give five-minute presentations in classes announcing the drive and asking for support. Send flyers home inviting parents to participate and invite the PTA.
- Create excitement!** Encourage competition: juniors vs. seniors, girls vs. boys, basketball team vs. football team, etc. You can even challenge a school rival to see which school can recruit the most donors and collect the most blood units. Use a large thermometer in the cafeteria to mark progress toward your goal as people sign up to donate.
- Schedule appointments.** Appointments are very important! They help to keep the blood drive running smoothly and allow faculty and staff to schedule a convenient time between classes. Remember, donors with appointments are more likely to participate. Arrange to show an INBC recruitment video in classrooms or at an assembly. Staff informational tables and hand out Consent Forms to those who are 16 or 17 years old and have never donated with INBC before.
- Don't forget the faculty!** Keep the faculty, especially club and organization advisors, informed and invite them to donate. Place tent cards and posters in the faculty lounges and administrators' offices.
- Celebrate success!** Take pictures at the drive to post on the bulletin board or to print in the school newspaper. Report blood drive results to school administrators. Remember to thank everyone who helped with the drive from those who helped set up the room to those who recruited the donors. Be sure to mention the date of your next drive so that donors can mark their calendars! Ask the dean, president, or chancellor to write a thank you letter that you can send to all donors.



**Inland Northwest
Blood Center**

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

INBC Form RM 126

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