

Someone's *life* depends on *YOU*.

How to recruit blood donors

**The number one reason people don't give blood is –
THEY AREN'T ASKED! Here's how to recruit blood donors:**

- 1. Talk to each potential donor face-to-face.** People who donate blood give of themselves. Because donating blood is such a personal experience, it is essential that everyone be approached in person to give blood. Personal contact is the only way to be sure that potential donors realize the urgent need for their donation and how many people they may be helping. If you don't reach a potential donor the first time, try again. Remember: Posters don't recruit blood donors, people do!
- 2. Be enthusiastic.** It's contagious. Your commitment will become their commitment. People want to help—high school students in particular, according to our surveys.
- 3. Be confident.** You're asking people to do something that will help others and that will make them feel good about themselves.
- 4. Use this opening phrase.** "Our school is sponsoring a blood drive on (dates), and if you could give just one hour of your time to donate blood, you will be helping as many as three patients. Which day and time would be most convenient for you?"

**You may hear the following common objections.
Don't be afraid to respond to them.**

Objection: "I don't like doctors, needles, etc."

People who say this may fear doctors, needles or just an unknown experience. You should:

- 1. Acknowledge their fear.** "I understand your concern. Many people are nervous about donating blood."
- 2. Draw on your own experience.** "If you've never donated before, here's what to expect: You will register and give your name, address and other basic information. Then your medical history will be taken. You will begin the procedure, which lasts for five to seven minutes. The needle will feel like a mild pinch, and that's all. Afterwards, you'll rest for a while and have juice and some cookies."
- 3. Ask for the pledge.** "Even if we are a little nervous, most people give blood anyway. It's worth it to save lives. Which day and time would be most convenient for you?"

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Objection: “I’m too busy.”

People who raise this objection do not realize how truly urgent the need for blood is. You should:

1. **Inform them.** “I know how busy you are. Many of us are. But we give blood anyway because it is so urgently needed. It only takes about an hour. After all, nothing is more important than helping someone who is sick or injured to recover.”
2. **Tell them about other students’ support.** “A lot of students are donating, including ..” (Name a school leader or someone you think they know and respect.)
3. **Invite them to join.** “Why don’t you join us? Which day and time would be most convenient for you?”

Objection: “I would donate, but unfortunately I will be (out of town/on vacation) that day.”

People who won’t be present on the day of the drive obviously can’t participate. However, do take the opportunity to get their commitment for the next one, or encourage them to make an appointment at a VBS donor center upon their return. You should:

Thank them for their good intentions. “Thanks for saying you would.”

Objection: I have [a medical condition] that prevents me from donating blood.”

Sometimes people are under the false impression that they are ineligible to give blood because of some condition. You should:

1. **Tell them that the rules change frequently and you would like to check the list of donor eligibility requirements.** If the potential donor’s medical condition is among those listed as a reason for deferral, accept their answer and thank them. You may also ask them to recruit someone to donate in their place.
2. **If their medical condition is not among those listed as reasons for deferral, try to schedule a donation.** The professional VBS collection staff can make a final decision at the blood drive or you can call VBS at (804) 213-4214 or (800) 989-2201 for further clarification.

Objection: “No!”

Despite your skillful use of donor recruitment techniques, some people, without offering any reason, won’t agree to donate. Do not become discouraged by these people. You should:

1. **Accept their answer.** “I know that you must have your own reasons for not participating.”
2. **Ask them to reconsider.** “But if you consider that each donation can help as many as three people who are fighting for their health and their lives, you may change your mind.”
3. **Ask them to contact you.** “If you do change your mind, please contact me at (location/phone number). I hope to hear from you.”