

- **Inform them.** “Most blood donors are busy people, but there’s still no substitute for blood and patients depend on it to save their lives. It only takes an hour or so.”
- **Tell them about the organization’s support and invite them.** “Lots of people are giving - it will be fun. Why don’t you join us? What time would suit you?”

“NO!”

Despite your best efforts, some people won’t agree to donate and they may not say why. Don’t be discouraged!

- **Accept their answer graciously.** “I’m sure you have your reasons, but I hope you will change your mind after you think about how important blood is to people who aren’t healthy. Let me know if you change your mind and I will find a place for you on the schedule.”

AND...

...when they say “Yes!”

- Thank them for agreeing to donate.
- Remind them to bring a picture ID and a list of any medications they are taking.
- Ask them to eat before donating and to increase their fluid intake.
- Tell them to be proud their donation may save as many as three lives.

Call (804) 359-5100 or (800) 989-GIFT for more information.

How To Recruit Blood Donors

What’s the #1 reason
people don’t give blood?

Give up? Look inside...



It's not because they are afraid...

It's because no one has asked them!

You have very generously offered to change that by asking healthy people over age 17 to give blood. Here's how it's done.

- **Talk to each potential donor one on one.** Posters don't convince people to give blood – people do. Try to reach people for a face-to-face invitation to donate.
- **Be enthusiastic.** It's contagious! Your commitment will become their commitment.
- **Be confident.** You're asking people to do something that will help others and make them feel good about themselves.
- **Use this opening phrase:** “(Group Name) is sponsoring a blood drive on April 3 and if you could give just an hour of your time to donate blood, you could help as many as three patients. What time would be good for you?”

When asking people to donate blood, you will hear many excuses or objections. Listen carefully to what the person is saying so that you will be able to address their objection. Often, the objection is a due to a lack of information. Be prepared to:

- **Describe the donation experience.** “I'll tell you what to expect: You will give your name, address, etc., at registration. Then your medical history will be taken and you will start giving blood. The needle will feel like a mild pinch and that's all. Afterwards, rest for a while and have some refreshments. That's all there is to it.”
- **Ask for the pledge.** “Most people are a little nervous at first, but if you go ahead, I'll bet you'll find it worth it to help save a life. What time would be convenient for you?”

The #1 objection you will hear is:

“I don't like needles!”

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

- **Acknowledge their fear.** “I understand your concerns. Many people are nervous about donating blood.”
- **Describe the donation experience** and ask for the pledge.

Other objections you will hear are:

“I'm too busy.”

People who raise this objection may not realize how truly urgent the need for blood is.