

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

The importance of scheduling blood donor appointments

Virginia Blood Services understands how important it is to make giving blood convenient for blood donors. Our most recent market research indicated that one of the most important things to donors is being able to give blood on time. When we work with groups like yours to schedule blood drives, we know that the dates and times selected must cause as little disruption as possible to your normal routine.

We also know it is our responsibility to provide a pleasant and fulfilling experience, so donors feel good about themselves and their donation when they leave the blood drive.

Proper use of blood donor appointment schedules is a must. It is a time-proven way to give blood donors the best possible service. Scheduling donations allows our blood collection specialists to guide donors through the process with little or no waiting.

The easiest way to schedule donors is to take advantage of our online scheduling package. Simply send your donors an email with instructions on how to access our web site and they can select the time slot that best meets their schedules. And, donors will receive an on-line appointment reminder.

If you are unable to take advantage of online scheduling and must use a manual schedule, ***please do not alter the schedule format to squeeze more donors in! And confirm with your VBS account manager that the heading on your schedule--3-bed mobile, 6-bed, etc.--is the correct one for your group.***

If you must rely on a manual system and use recruiters, you might:

- Assign them each a different block of time to fill on their donor appointment schedule (for example, 9 a.m. to 11 a.m.), or
- Assign them the same interval for each hour of the drive (for example, 9:10, 10:20, 11:30 and so on).

Consider asking donors to indicate:

- A couple of choices for preferred appointment times, or
- A block of time within which they would be available to donate, or
- The block of time they would **not** be available to donate!

If you can use any of these methods, you'll have some flexibility when you fill out your donor appointment schedule. After everyone has been assigned a time, you only need to follow-up once to confirm your donors' appointment times.

If you have any tips that you would like share with other blood drive coordinators, we'd love to hear from you. Please tell your account manager or call us at (804) 359-5100 or (800) 989-GIFT.

Thank you again for your commitment to the health and well-being of others in our community.