

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

What to review in your Recruitment Committee meetings

1. Tell the Committee how important their jobs are and thank them for volunteering.

They will be ultimately responsible for the degree of success their blood drive. Ask them to recruit other students—the more, the better! Let them know that organizing a blood drive can be fun and it will look good on their resumes and college applications. Record their names, phone numbers and email addresses.

2. Your VBS Account Manager should determine if students must have permission slips to give blood. Written parental consent is required for 16 year olds to donate blood. Report this back to your committee.
3. Review and establish a goal for donations at the drive. Explain that they will have to sign up 30-35 percent more in order to reach the goal because of deferrals. Explain the term “deferrals.”
4. Review the “How to recruit blood donors” flyer. You may want to role play asking people to give blood.
5. Review the “low iron” flyer, stressing the importance of distributing these flyers several weeks ahead of the blood drive so your donors will know to eat right before giving blood.
6. A successful blood drive depends on publicity. The earlier you begin to publicize your blood drive, the better turnout you will have. Urge the committee to use these time-proven methods:

Arrange to have an article about giving blood published in the school newspaper. No more than a week before the drive is ideal.

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Schedule an assembly in advance of the drive to encourage students to give blood.

Arrange to have a speaker who has used blood or can give a lively presentation about blood donation to the assembly.

Ask your school's art department to make signs and posters for the blood drive. They should be loud and attention-getting! They should also stress that donors are needed, that they will be helping others, saving lives, etc. The message should motivate students to give blood. If your art department or committee cannot make posters, VBS can provide them.

Distribute the brochures on giving blood to your potential donors four to six weeks before the drive if possible. The more informed donors are, the more likely they will donate.

One week in advance, advertise your blood drive on your school's marquee.

Schedule loud speaker announcements to be made in the days before the drive. Mention any giveaways or promotions in each announcement.

Make sure all 16 year olds have parental consent forms to bring with them to the drive. Written parental consent is require for any 16 year old to give blood.

ONE WEEK AHEAD— encourage people to sign up to give.

3-5 DAYS AHEAD— remind donors to eat high iron foods and drink plenty of water.

DAY AHEAD— remind donors to check their appointment times, bring positive identification, consent forms, to get a good night's rest and to eat a good breakfast before giving blood.

7. Ask committee members for ideas about food to provide for donors. Ideas that have been popular are peanut butter and jelly stations where they can make their own sandwiches or baked goods. Everyone can help in some way!

You can save lives by having a successful blood drive!

