



American Red Cross
Together, we can save a life

R E C R U I T M E N T

Getting Started

Set the blood drive Goal

- Set the goal with your Red Cross representative
 - o Be aggressive and realistic.
 - o *Meeting your blood drive goal is critical because the Red Cross has committed those pints of blood to hospitals and patients in need.*

Secure the Date and Time of the Drive

- When consulting with your Red Cross representative to select a date, consider factors like:
 - o Work schedules.
 - o Competing events.
 - o Holding the drive when the most people can attend.
 - o Holding a drive when blood supply is the lowest (holidays, severe weather and summer months).
- Please adhere to the confirmed date:
 - o The Red Cross has reserved staff, equipment and supplies to ensure your drive is successful and you meet your blood drive goal.
 - o Hospitals and patients depend on getting the blood when they need it.

Select an Appropriate Site

- You and your Red Cross representative will look for the right site for the drive. Consider these criteria when evaluating sites:
 - o Large enough to provide adequate space for donors and Red Cross staff, and to assure privacy and confidentiality.
 - o Clean and easily accessible.
 - o Adequate lighting, heating or air conditioning, and electrical outlets.
 - o Access to nearby restrooms.
 - o Ample parking.
 - o Easy access to unload equipment and supplies to the site.
 - o Inviting, so donors will feel comfortable.
 - o Adequate number of tables and chairs.
- In the event of a change of location after the initial site selection, contact your Red Cross representative immediately. It may be necessary to evaluate the alternate site to ensure suitability.

Obtain Necessary Approvals

- Inform building management and security of upcoming drives.
- Consider which departments may be affected and notify them (cafeteria, maintenance, etc.)