

## TIMELINE

PLANNING THE DRIVE	RESPONSIBILITY	DATE DUE	✓
<b>Getting Started (10 to 8 weeks)</b>			
Set Blood Drive Goal			
Secure Date & Time of Drive			
① Select Appropriate Site			
Obtain Approvals			
<b>Building a Winning Team (8 to 4 weeks)</b>			
① Sign Up Volunteers			
Assign Specific Roles			
Plan to Educate & Motivate Your Team			
<b>Kick-off Meeting (8 to 4 weeks)</b>			
① Educate & Motivate Your Team			
① Plan Communications & Publicity			
Distribute Red Cross Materials			
<b>RECRUITING &amp; SCHEDULING DONORS (4 to 3 weeks)</b>			
Publicize the Drive			
① Assign Recruitment Goals			
① Ask Donors Face to Face			
① Use Master Schedule for Appointments			
Confirm Donor Appointments (1week before)			
<b>FINAL COUNTDOWN (3-1 day prior to Day of Drive)</b>			
Check Site Arrangements/Parking			
Confirm Donor Appointments = Sign-up Goal			
Remind Donors			
Reconfirm Day of Drive Volunteers			
Coordinate with Red Cross Representative			
<b>▶▶ DAY OF DRIVE ◀◀</b>			
Greet Red Cross Staff/Review Master Schedule			
Provide Point of Contact for Red Cross			
Post Directional Arrows & Posters			
Remind Donors/Contact No-Shows			
Post Date of Next Blood Drive			
<b>CONGRATULATIONS &amp; RECOGNITION (1 to 2 wks after)</b>			
Post Results			
① Thank Donors			
Recognize & Thank Blood Drive Team			
Confirm/Book Date of Next Blood Drive			

① Indicates tools and tips available to facilitate implementation.

