

All information was taken from the American Red Cross website

<http://www.redcrossblood.org/hosting-blood-drive/ultimate-guide-hosting-blood-drive/recruitment-strategies-tips>

RECRUITMENT STRATEGIES & TIPS

One of the most common reasons people don't give blood is simply because they have never been asked. As a blood drive coordinator or committee member, your most important job will be to ask.

1. **Use a personal approach – ask face-to-face.** Choose a time when potential donors can give you their full attention, and feel confident you are asking people to do something that helps others. If it is not possible to ask face-to-face, then call on the phone.
2. **Be enthusiastic and positive.** New donors' attitudes toward blood donation may be largely determined by how they were asked. Enthusiasm is contagious.
3. **Form a recruitment team. You don't have to do it alone.** Ask people who are passionate about the cause or who cannot donate themselves to join you in helping recruit others. Ask donors who have scheduled an appointment to bring a friend. And remember – it's easier for 10 people to recruit 10 donors each than for one person to recruit 100 donors.
4. **Ask appropriately.** Don't pressure anyone into donating. Understand how a potential donor feels and answer questions they may have. Give them time to make the decision to give blood.
 - **Educate about the importance of blood donation** The Red Cross does not need blood – patients do. Every two seconds someone in America gets a blood transfusion. Five million patients will need blood this year.
 - **Advertise. Advertise. Advertise.** Use promotional posters in common spaces in your building or community (cafeteria, elevator, hallways). Use the organization's intranet, newsletter or bulletin boards. Use social media to bring awareness to the event.
 - **Encourage donors to make appointments in advance.** Schedule the appointments evenly to prevent long times, and explain to donors the need to keep their appointment.
 - **Send appointment reminders.** Remind donors of their appointments as the drive draws near. Call no-shows the day of the drive.
 - **Reduce the fear of the unknown by explaining what is involved in donating.** Educate new donors about basic eligibility requirements, possible deferrals, the donation process and what to expect.