

A sample outreach plan

Help ensure drive success

The recruitment plan you execute should take into account the size of your organization, past donations, and the employee engagement and community outreach goals you have set. A sample plan is shown below, but all communities and organizations are unique. Please discuss an approach with your Red Cross account manager to determine what is best for you. Make sure that your drive date has been confirmed, and then put your plan into motion.

Sample outreach tactics

8 to 12 weeks before drive	<ul style="list-style-type: none"> Leadership alignment Plan approval Reconfirm site location Build your volunteer support teams Agree on day-of-drive theme and incentives/giveaways (as appropriate)
4 to 6 weeks before drive	<ul style="list-style-type: none"> Email 1 Leadership: group ask, voicemail and meetings Face-to-face asks among peers, 5 minute ask during existing meetings Email 2 Posters, displays and web presence Execute SleevesUp campaign at RedCrossBlood.org/SleevesUp
2 to 4 weeks before drive	<ul style="list-style-type: none"> Targeted phone recruitment Email 3 You should have your appointments booked at this point Contingency plans (as needed)
0 to 2 weeks before drive	<ul style="list-style-type: none"> Targeted phone recruitment Email 3 You should have your appointments booked at this point Contingency plans (as needed)
Day of drive	<ul style="list-style-type: none"> Pre-sign to pre-book your next drive Energize your day-of-drive team
Post drive	<ul style="list-style-type: none"> Announce drive impact and results Personal thank you messages to donors Leadership briefing Tell us how we did

For larger organizations, an email series, senior leadership messages, a mass (voice mail) announcement, selective peer-to-peer asks and an active pre-sign program may be all you need to fill up the needed appointments.



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Additional strategies for success

Here are a few things to consider that could make all the difference



Have a list of last-minute tactics in your back pocket should the drive run lower than you expected, like having someone in leadership make a public announcement (via a PA system if you have one, or a broadcast voicemail) to encourage extra support, or maybe announce a last-minute challenge to rally the troops.



Appointment reminders—send several to your donors to confirm and re-confirm. Schedule the appointments through Outlook calendars if your group uses Outlook.



Keep a list of “standby” donors who are ready to jump in when an unexpected opening becomes available.



Plan for day-of-drive deferrals—especially with first time donors as they are least familiar with the deferral criteria. Encourage donors to review the eligibility criteria ahead of time, and if there are questions call the Red Cross eligibility hotline at 1-866-236-3276 or go to RedCrossBlood.org/eligibility well before the day of the drive.



FIRST choice

Institute pre-signs—have donors at your current drive sign up for their appointment time at your next drive. Donors who pre-sign have one of the highest show rates, which will make it easier to meet the goal of your next drive. Imagine that your next drive is 50 percent pre-booked because your team followed this simple step.



Consider a fun theme, food or giveaway to acknowledge and recognize all presenting donors and volunteers. Free food and giveaways delight donors and volunteers. Giveaways can carry your group's message, be co-branded with Red Cross, or just be simple and fun. You will need to get all incentives approved with your Red Cross account manager to ensure that they are within guidelines.



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Blood Program Leader

Running a successful blood drive = meeting patient needs



Attaining the drive goal is an important part of the drive's success and helps ensure that blood is collected as efficiently as possible. We staff our teams and equipment to the expected goals. If we collect fewer units of blood, then each unit we don't collect is not available for patients and every unit we do collect becomes more costly. More importantly, each unit we don't collect needs to come from somewhere else to meet patient needs.



You will need more appointments than the drive goal



For example, let's say you start with 60 scheduled donors before the drive.

Some scheduled donors will cancel appointments at the last minute.

Some will not show up for their appointments (no-shows).

10-15 percent of donors who come will not be able to donate (deferral).

In many cases, you will likely collect 40 units for patients in need with 60 appointments booked before the drive.

Build a robust volunteer & recruitment committee

A powerful tactic for a successful blood drive.

Not everyone can give blood...but everyone *is* eligible to volunteer.

Only 38 percent of the U.S. population is eligible to donate, but **100 percent** can volunteer to help you host a successful blood drive. Every time you receive a “no” from a potential blood donor, ask him or her to say “yes” to volunteering their time to participate in saving lives. There are many opportunities to engage volunteers—even if it’s only for an hour or as little as 30 minutes.



Recruitment Committee

- Builds awareness and excitement for the upcoming drive
- Reaches out to potential donors to schedule appointments
- Uses face-to-face and peer-to-peer recruitment efforts, which are most effective
- Performs outreach by phone, email, text and social channels
- Can set up a SleevesUp campaign in the weeks prior to the drive

Day-of-drive Planning Team

- Makes the drive fun for all
- Develops a blood drive theme to build excitement and engage the donors
- Helps ensure a positive experience for donors at drive by:
 - » staffing the reception and refreshment areas
 - » helping donors with social media
 - » managing competitions
 - » distributing giveaways
 - » signing up donors for the next drive



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Increase your community impact

100-employee organizations can sponsor blood drives that collect 40 or more units, but to do so they need to reach out to donor pools beyond the organization’s employees. In contrast, sponsors with 1,000 employees should be able to collect well over 40 units per drive just through their employee pool. Adding additional pools of donors can expand your visibility and add to your community impact as illustrated below.

Donor Pools to Draw From

Sponsor Size	Employees and Members	Family and Friends	Neighboring Organizations	Neighboring Organizations	Units Possible
100 Members	10 units	6 units	14 units	10 units	40 units possible
300 Members	30 units	18 units	28 units	24 units	100 units possible
1,000 Members	100 units	60 units	45 units	35 units	240 units possible

Expanding your donor pool **increases impact**

Work directly with your Red Cross account manager to decide the best reach and impact for your organization.



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To make goal, activate your donors & volunteers

Build employee excitement and harness your leadership’s support to be successful. Always start with pre-signs from your most recent drives. You can fill as many as 50 percent of the next drive’s appointments by implementing a pre-sign program. A pre-sign is best conducted at the registration or health-history of the drive. Donors who pre-sign for your next drive have a greater chance of keeping their appointments, which can help reduce your future no-show rate significantly.

After pre-signs, in-person asks are the most effective. Then work your way through the most efficient and cost-effective outreach channels like emails, signage in high traffic areas first, and supplement with other tactics depending on what is appropriate for your organization.

Leverage multiple channels to get as many donors as possible.

Until you book all of your appointments, keep digging, because every unit in the goal is targeted to help patient need.

Outreach Options	Donor Pools			
	Employees and Members	Friends and Family	Neighboring Organizations	Community
Previous drive pre-signs	✓	✓	✓	✓
Series of emails	✓	✓		✓
Post-it® note / desk drop	✓		✓	
Face-to-face ask	✓	✓	✓	
Signups at existing meetings	✓		✓	
Posters and signs	✓		✓	✓
Mailed invitation	✓	✓	✓	
Broadcast voice mail	✓			
Peer-to-peer phone call (call list)	✓	✓		
Blood Drive Management Portal	✓	✓	✓	✓
Door knocking			✓	✓
Social media outreach	✓	✓	✓	✓
Intranet site and newsletters	✓			
Red Cross SleevesUp website	✓	✓	✓	✓
Blood Donor App	✓	✓	✓	✓
News releases and public relations efforts	✓	✓	✓	✓
Public website			✓	✓
Outreach through sales team			✓	✓



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