



Post-drive Checklist

Finishing strong makes your next drive all the easier and unleashes the positive energy your organization created within your community, customers, stakeholders, employees and their families.

- Thank you acknowledgements:** build on the excitement and acknowledge the part that everyone played in helping to save lives.
 - **Personal thank-you cards to donors**—don't forget the deferred donors, any no-shows and volunteers as they can help you immensely at your next drive.
 - **Share your success**—post the drive results for your group to see their impact. Reach out to your Account Manager for the Post Drive Results flyer.
 - **Motivational email from leadership to the organization**—public recognition from your leadership, in addition to the results of the drive, is always well received.
 - **Partnering organization thank you**—a leader-to-leader thanks to neighboring organizations who helped contribute to making your drive the success that it was.
 - **Thank media organizations that covered your drive**—acknowledge their help and being a part of the drive's success. Provide the results and when the next drive will be.
- Post-drive team meeting:** thank everyone and celebrate the successes. Request feedback, brainstorm and get commitments from the team to participate in the next drive. Invite your Red Cross account manager to the meeting.
- Complete the post-drive survey:** if we don't know, we can't fix it. We are all about continuous improvement and meeting the needs of patients, donors and generous sponsors like you to make each drive experience the best it can be.
- Leadership briefing:** summarize the results, provide recognition to the entire team, highlight high-impact volunteers and enable opportunities for improvement and leadership involvement.
- Book your next drive:** make sure that your next drive date is on the calendar.
- Referrals:** multiply your impact exponentially by pointing your Red Cross account manager to other people you know who may be interested in being a part of something wonderful.



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