



Running a successful blood drive



Key messages

A blood drive is a great way to improve team morale - together, participants can feel connected to their community by giving the gift of life. Please consider the following in your planning:

- All donors must be voluntary and unpaid (IFRC Blood Policy). It is important donors do not feel under any pressure to donate, or receive any payment or incentive for their donation. Small tokens of appreciation or reimbursement of travel costs are acceptable.
- Blood only lasts up to 42 days and must be regularly replenished (varies between blood services and products).
- Ensuring donor and recipient safety is vital: providing donors with sufficient information before the event day allows them to determine their eligibility, have any questions answered and self-defer if necessary. On the day, all donors will undergo a health check and interview prior to donation to ensure they can safely donate that day.
- The confidentiality of all information relating to blood donors and blood donation needs to be respected at all times.

COVID-19 and blood donation

- Regular donation is important to ensure a sufficient blood supply during this pandemic.
- It is important that donors and staff understand the extra measures in place to ensure their safety.
- These measures may include limiting walk-ins, providing extra sanitation and hand-washing facilities, individually wrapped donor refreshments, and increased space between donor beds.
- Any local restrictions in holding events or travelling need to be understood and carefully considered and the situation can rapidly change.

There is no evidence to date to suggest COVID-19 is transmissible via blood.

Event coordination

Contact your local Red Cross / Red Crescent branch for more information and to check if there is a corporate/club blood donation program. If so, ask if your organisation has a pre-existing team. Discuss coordination and event details.

Note. not all RC/RC National Societies will be involved in a a blood donor recruitment program so we recommend you check [here](#) first (these are called 'level A' and 'Bs').

It is recommended a corporate/club program or donor recruitment team provides all required information / guidance on:

- Building awareness and motivation through provision of adequate information on voluntary unpaid blood donation, the need for blood and selection criteria at least one week beforehand. This is likely to be provided by the Red Cross / Red Crescent donor recruitment events contact or blood service.
- If required, engaging community partners to help with items like printing or banners, or supply post-donation refreshments such as juice or fruit for the donors and volunteers.
- Ensuring there is adequate pre and post donation information materials available on the day.
- Ensuring donors have a mechanism to contact the blood service post-donation if they have questions, feel unwell afterwards, or are concerned about their blood being released for recipients.
- Using a scheduling system to support shorter wait times for donors.
- Signing up donors for the next blood drive, as donors who have pre-signed have one of the highest show rates.
- Scheduling the next event! Aim to hold another event ~4 months later (or at least 2 per year).
- Ensuring the event is professional yet fun, and that afterward, donors feel good about saving up to three lives!

**Encourage regular blood donation:
regular donors are the safest donors!**

Information current as at 8 July 2020

