

Running a successful blood drive

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

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.



Event coordination

Create a list of potential businesses and groups who can be approached to become involved in regular blood drives. Check if there has been a previous corporate/club blood donation program. Discuss coordination and event details.

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

- Build awareness and motivation through provision of adequate information on voluntary unpaid blood donation, the need for blood and selection criteria. Provide this information at least one week prior to the event.
- If required, engage 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.
- Ensure there is adequate pre and post donation information materials available on the day.
- Ensure 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.
- Use a scheduling system to support shorter wait times for donors.
- Sign up donors for the next blood drive, as donors who have pre-signed have one of the highest show rates.
- Schedule the next event! Aim to hold another event ~4 months later (or at least 2 per year).
- Ensure the event is professional yet fun, and that afterward, donors feel good about saving up to three lives!

Access the GAP website for more resources, or contact us if you have any questions



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