

A HUMAN *kind* Blood Drive

Campus Blood Drive Recruitment Tips



Create a Campus Marketing Plan

- Create a **theme** for the blood drive and **turn it into an event**.
- **Display blood drive announcements** on digital TV monitors, marquees, sidewalks and inside classrooms on whiteboards and chalkboards.
- Partner with residence halls to **storm the dorm** to go room to room to ask students to sign up.
- Place flyers in **student mailboxes**.
- **Send emails** between 10am-3pm for academic sponsors and at night for residence hall sponsors.
- **Make presentations** during the first five minutes at student organization meetings.
- Set up **sign-up tables** near cafeterias during peak meal times, campus events and other common areas.
- Schedule a blood recipient to speak at **religious services**.
- Start a **blood competition** between a rival school, student organization or residence hall.
- Ask for support from your **student volunteering organization**.
- Contact the **campus newspaper, TV and radio stations** and ask them to include a story about your blood drive. Find a student who will share their story as a blood recipient.
- Include the blood drive in **campus communications** (event calendars, stall talks, etc.).
- Invite **faculty, staff** and your **local alumni club** to donate.
- Set a goal for the number of **first-time donors**.
- Invite your **school mascot** and other **influential supporters** to stop by the blood drive.

Leverage Technology and Social Media

- Encourage donors to **use online appointment scheduling** at RedCrossBlood.org.
- Encourage donors to use **RapidPass** and to download the **Blood Donor App**.
- Create a **unique hashtag** for your blood drive.

- **Tweet** at students to thank them for making an appointment and after they finish donating.
- Create a **Facebook event, Snapchat filter** and **share stories** leading up to the blood drive.
- Follow the **national American Red Cross Blood Donors Facebook** page and your **local Red Cross Twitter** account to share information about current blood needs.
- Send **text messages to scheduled donors** to remind them of their appointments.
- **Share videos** from the American Red Cross YouTube (Lifesaving Blood videos).
- **Share stories, live videos and photos** from the blood drive on Instagram, Snapchat, Twitter and Facebook.

Offer Donor Incentives

- Ask faculty members to offer **extra credit** to students who present to donate.
- Partner with school cafeterias and local food vendors for **food giveaways and coupons**.
- Remind students that blood donation is a great way to **earn volunteer service hours**.
- Does your student organization have a budget that could be used to **purchase donor incentive items**? If so, partner with your Red Cross account manager to review and approve the items.
- Check with your account manager to learn if **Red Cross donor incentives** are being offered.

Ensure the Site is Set Up for Success

- Schedule your blood drive at a **central location** on campus where most students visit every day.
- Your Red Cross account manager can provide you with **directional arrows** and **blood drive today signs** to post on the day of the drive.
- Create **sidewalk chalk messages** directing to the location.
- Schedule registration, refreshment and recruitment **volunteers**.
- **Utilize your recruitment team** to implement RapidPass, direct donors and recruit new donors.