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.