# Day of Drive *Checklist*

Build in a robust day-of-drive plan that captures the spirit of saving lives, delights the donors, your team and the organization. Help everyone feel the success and help ensure that the drive runs smoothly and the impact goal is met.

- [ ] **Have a contingency plan:** a draft email, public service announcement, calling plan with leadership support and a last minute challenge to rally the troops.
- [ ] **Remind donors of their appointments:** one to three days prior and just before their actual appointment times to let them know if there are wait times or an opportunity to come a few minutes early.
- [ ] **Follow up with no-shows right away:** thank the donor for his or her original appointment, acknowledge their absence and offer additional open times, or other drives in the area.
- [ ] **Have your standby wait list ready:** have a handful of extra donors ready to fill in unexpected open appointment slots as they become available.
- [ ] **Engage your leadership:** having your leadership visibly present is a great way to connect with, motivate and energize your donors, volunteers and staff.
- [ ] **Prepare your volunteers:** ask volunteers to arrive 15 minutes early for on-site training and thank them for their service.
- [ ] **The day-of-drive team is invaluable:** the act of saving lives is precious and should be acknowledged and celebrated.
    - Help make all donors know they are special and appreciated.
    - Help with day-of-drive themes, approved giveaways and deserved recognition.
    - Help participants use social media to promote the good you are doing.
- [ ] **Use runners:** there is always something that is needed and someone to assist. Having these volunteers ready on the day of the drive helps the drive flow better.
- [ ] **Schedule donors for your next drive:** use a tablet to ask donors to schedule their appt. for your next blood drive before they leave.
- [ ] **Thank you cards / recognition:** writing and sending thank you cards from the refreshment area on the day of the drive is efficient and gets one more thing completed.

American Red Cross

Blood Program *Leader*

Visit us at **RedCrossBlood.org/RecruitmentResources** for valuable tools.

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