Thank you acknowledgements: build on the excitement and acknowledge the part that everyone played in helping to save lives.

- Personal thank-you cards to donors—don’t forget the deferred donors, any no-shows and volunteers as they can help you immensely at your next drive.
- Share your success—post the drive results for your group to see their impact. Reach out to your Account Manager for the Post Drive Results flyer.
- Motivational email from leadership to the organization—public recognition from your leadership, in addition to the results of the drive, is always well received.
- Partnering organization thank you—a leader-to-leader thanks to neighboring organizations who helped contribute to making your drive the success that it was.
- Thank media organizations that covered your drive—acknowledge their help and being a part of the drive’s success. Provide the results and when the next drive will be.

Post-drive team meeting: thank everyone and celebrate the successes. Request feedback, brainstorm and get commitments from the team to participate in the next drive. Invite your Red Cross account manager to the meeting.

Complete the post-drive survey: if we don’t know, we can’t fix it. We are all about continuous improvement and meeting the needs of patients, donors and generous sponsors like you to make each drive experience the best it can be.

Leadership briefing: summarize the results, provide recognition to the entire team, highlight high-impact volunteers and enable opportunities for improvement and leadership involvement.

Book your next drive: make sure that your next drive date is on the calendar.

Referrals: multiply your impact exponentially by pointing your Red Cross account manager to other people you know who may be interested in being a part of something wonderful.