



PINT-SIZE HERO & FUTURE BLOOD DONOR

HOPE begins with you.

## Here is a quick guide to a successful blood drive!

### Step 1

#### Verify Your Blood Drive Date (10-12 weeks before the blood drive)

- Work with your American Red Cross account manager to verify the blood drive date and plan an educational presentation.
- Locate program materials at [redcrossblood.org/youthresources](http://redcrossblood.org/youthresources).

### Step 2

#### Presentation (3-4 weeks before the blood drive)

- Host a 10-20 minute educational session for students, presented by an American Red Cross representative.
- Send the parent letters and appointment request forms home with students.

### Step 3

#### Students Recruit Donors (2-4 weeks before the blood drive)

- Appointment request forms should be returned to school. Online scheduling is also available on [redcrossblood.org](http://redcrossblood.org).
- Build your appointment schedule and confirm with donors.

### Step 4

#### Day of Blood Drive

- Students are encouraged to volunteer and decorate for the blood drive.

### Step 5

#### Thank You and Recognition

- Provide each student who recruits a presenting donor with his/her fun appreciation gift from the Red Cross.



American  
Red Cross