

# THE GIFT OF LIFE



# BLOOD DRIVE MANUAL

*Revised: September 2011  
Gift of Life Committee*

# **THE GIFT OF LIFE BLOOD DRIVE MANUAL**

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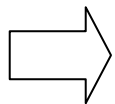
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## I. INTRODUCTION

The two primary benefits of a lodge Blood Drive are:

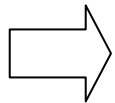
- a vitally needed resource, **blood**, is obtained for the hospital or blood bank
- Masonry publicly demonstrates its concern for the public welfare and a commitment to make the local community a better place to live

Other benefits include having a project that encourages all the members of a lodge, or several lodges, to work together for one important purpose.



*It is extremely important to remember that in order to host a successful Blood Drive, in addition to Masonic participation, donors are needed from the general public.*

## II. PLANNING & PREPARATION



*It is critical that a Drive Coordinator be selected and that he be willing to lead, solicit support and get the job done.*

### A. Area Planning

#### 1. Choosing a Location

The ideal outdoor site for a Blood Drive provides level parking for the mobile unit and plenty of shade during the heat of the day. It should also be easily accessible to donors with convenient access to restrooms.

#### 2. Determining Lodge Involvement

- a. The number of lodges participating in each Blood Drive should be evaluated carefully. It is important that each of the lodges involved has a defined role to play and its members have a commitment to make the Blood Drive successful. Identification of the individual lodges appears to be an important factor in the degree of involvement each lodge demonstrates.
- b. Combining multiple lodges located, in geographical proximity, into one drive with one Drive Coordinator has been successful.
- c. Participants should be assigned a job and made to feel that the success of the Blood Drive is largely dependent upon their efforts.

B. Preparation

1. The Drive Coordinator should contact the local blood bank and invite a representative to be present at the organizational meetings, assist in setting the date(s) for the actual blood draws and, schedule site inspections.
2. If multiple lodges are involved, a Lodge Coordinator from each lodge should be selected.
3. The planning meetings should begin well in advance of the event. Some tasks, such as securing print, electronic media and other media, often require substantial lead time. If possible, planning meetings should begin at least three months prior to the Blood Drive.
  - a. Make it clear to the Worshipful Masters, Senior and Junior Wardens, that other lodge members are welcome at the meetings.
  - b. The Drive Coordinator should create a roster for each volunteer to sign. This provides a record of attendance and participation. Have a place on the roster for each individual's personal address, email, work and home telephone numbers.
  - c. In addition to the meeting roster, Drive Coordinators should have a list of all volunteers and their contact information.

C. Activities

Lodge members can participate in numerous preparation activities.

1. Take every opportunity to announce the Blood Drive at gatherings such as lodge meetings, lodge family nights, meetings of Appendant Bodies, etc.
2. Each lodge should make plans to contact each member to inform them of the date(s) and time(s) of the Blood Drive, ask them to donate and solicit donations from their families, friends and neighbors.
3. Activities like preparing and distributing fliers or posters, and sending out emails to friends and neighbors can boost participation and drive attendance.

**TIP: When asking a person to donate, set a specific appointment time. It has proven the most effective way to ensure participation. An appointment ensures a stronger level of commitment than verbal commitment such as "I'll try to be there," or "I'll try to donate." When a person completes an appointment card with the time, date and place, this gives you an opportunity to give them a reminder call the day of the Blood Drive. (Appointment cards are available from most blood banks).**

4. Ask your local blood center if they can provide a list of past donors. A committee should be formed to contact each one of these donors. Not only is this a way to communicate that the Blood Drive is occurring and ask for a donation, it promotes the fact that the local Masonic Lodge is working for the benefit of the community. (The blood bank will also be able to tell you how many donors they can handle at each appointment.)

**TIP: Prompt follow up with potential donors is important. If a donor has to wait too long you will lose him or her.**

5. Contact local businesses and civic organizations about recruiting their employees as donors.

6. Publicity

- a. Posters and fliers are an effective way to communicate the location, date and time of your Blood Drive. Committees can be assigned to distribute the posters to:
  - retail businesses
  - banks
  - schools
  - churches
  - offices
  - senior citizen centers
  - health clubs
  - other public places

**TIP: Most blood banks have Blood Drive posters available for your use.**  
*NOTE: Caution the members to ask for permission before placing posters in any location. Be positive and polite. Thank the person for allowing you to place the poster in their location. Be sure to remove all signs posted after the Blood Drive.*

- b. Radio publicity can reach large numbers of potential donors and also convey a positive image of Masonry to the audience. If possible, ask to record a public service announcement (PSA) that can be broadcast at various times. Notify your local radio stations, if available.
- c. Personally contact businesses to ask for their help with expenses or publicity. Businesses can provide monetary support, contribute giveaways for the blood donors and can underwrite radio announcements to include your Blood Drive in their advertising.

**TIP: Businesses may not ask, but will be more likely to support the effort if you explain the visibility they will receive for their support. Examples: Including their business name on posters, in public service announcements, on fliers, in all lodge correspondence and in any public communications.**

7. Volunteers to work during the draw day

Volunteers will be needed for numerous duties on the draw day(s). Their participation will be more enjoyable for them and productive for you if it is scheduled in advance.

**TIP: Limit the time individuals are asked to work. Workers should be scheduled for no more than one three-hour time period per draw day if shifts are fully staffed.**

### III. DRAW DAY ACTIVITIES

#### A. Preparing the Lodge

1. The lodge must be prepared for the arrival of the blood bank staff, as agreed upon at the site inspection. **The collection site temperature should be set between 68 and 74 degrees.**
2. On the morning of the drive, volunteers are needed, to move the altar and other furniture out of the way and assist in helping the blood bank staff unload their equipment.
3. The Blood Drive Coordinator should introduce himself to the Blood Drive Team Leader, during the set up.

#### B. Food

Although it has proved desirable, offering food is optional. For breakfast, anything from a full breakfast to fruit, doughnuts and coffee may be served to donors, blood bank staff and volunteers. If a full breakfast is offered, a food committee is recommended and more extensive preparation will be required.

1. It is also recommended that lunch be served to donors, blood bank staff and volunteers. Lunch may consist of sandwiches, fruit, chips, water and/or soft drinks or a more complete meal may be offered.
2. Although the Blood Centers offer juice and cookies to the donors, it is recommended that some type of snack be available throughout the day for

friends, family and children of donors. The Blood Centers may have suggestions for appropriate snacks.

### C. Other Activities

1. Placing follow-up telephone calls to scheduled donors is an activity for more physically challenged members.
2. Volunteers should greet the donors throughout the day. This can make the donor feel comfortable and, in all likelihood, will influence their decision to donate in a future Blood Drive.
3. Signs, banners, streamers and balloons may be used to decorate the lodge buildings to advertise and attract donors. It can also provide easy recognition for scheduled donors and publicize the lodge's participation in a public service activity.
4. The Blood Drive Coordinator and the Blood Drive Team Leader should inspect the premises together to make sure it is in proper order before leaving. Be sure to remove all signs and collateral materials.

## IV. FOLLOW-UP

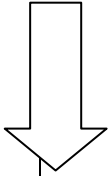
### A. Recognition

1. All lodge members who participated should be. Individuals who "went the extra mile" should be singled out for some type of public appreciation. Options include:
  - Verbal recognition at lodge event
  - Recognition letter from lodge
  - Recognition certificate from lodge
  - Recognition letter from Blood Center
  - Recognition letter from hospital (they will provide)
2. Non-lodge members who made monetary donations, provided publicity or made significant contributions should also be recognized.

### B. Planning for the next drive

It is important to evaluate the effectiveness of each Blood Drive after it is completed. Organization, planning and specific activities can be reviewed for effectiveness and possible improvement. Successes should be recognized, corrections can be made and lessons learned by all who participated. This is essential in making improvement each time.

See Page 6 for Blood Drive Coordinators Planning Checklist



**BLOOD DRIVE COORDINATORS  
PLANNING CHECKLIST**

Drive Date:

Blood Drive Sponsor:

Drive Date:

Drive Site:

Drive Goal:

	<b>TASK TO COMPLETE</b>	<b>DUE BY</b>	<b>NOTES</b>
	Secure a date, time and location	8 – 12 weeks	
	Meet with recruiter (will help with setting goal)	8 – 12 weeks	
	Set goals	8 – 12 weeks	
	Solicit local businesses for support	4 – 8 weeks	
	Sign up volunteers and assign duties	4 – 9 weeks	
	Publicize the event (promotional materials received)	2 weeks	
	Schedule appointments	2 weeks	
	Meet blood bank Coach/Staff	Drive day	
	Remind donors/contact no shows	Drive day	
	Book next Blood Drive	Drive day	