

Corporate Blood Drives

Blood Drive Success Requires Planning

1. **Enlist Support**

Most successful corporate blood drives have the support of company leaders, who also participate in the program. For example, the CEO and the person in charge of the drive can:

- A. Incorporate blood donation into the company's community mission statement
- B. Issue a joint memo encouraging employees to give blood
- C. Issue a challenge/contest between divisions
- D. Approve promotional materials to be used throughout the company
- E. Designate division coordinators/recruiters, etc.

2. **Set Dates**

Successful national corporate blood drives usually have a specific time frame in which each plant, division, or subsidiary will conduct their blood drives. Some companies choose to designate one day, two or three times each year when corporate employees can give blood. Other companies hold blood drives over a few months, or when blood is needed most: during the summer and winter holiday seasons.

3. **Set Goals**

Setting a goal or challenge for the company often inspires greater participation. The goal can be a total number of units collected, or a percentage of employee participation.

4. **Set Budget for Recognition or Rewards**

The budget could be as simple as providing nice food at the drive or trinkets with the company logo and blood drive date – or as elaborate as gifts for each donor, or rewards for the corporate recruiter with the best participation rate.

5. **Provide Common Promotional Materials**

Publicity can be arranged through each blood center, through the company, or as a partnership between the two organizations. The important point in recruiting nationally is for the corporation to maintain uniformity in the promotion for all divisions involved. Some ideas include keeping track of the company drive in the corporate newsletter, printing posters, providing donor favors, and/or letter of encouragement from Medical Director and/or CEO.

6. **Develop a Theme**

As with any marketing project, developing a theme that resonates with the employees can encourage participation. For example, the James River Corporation, a paper manufacturer, has used the theme "Recycle Life" thus paralleling the purpose of the company's business with the purpose of the blood drive. This promotion can extend from your corporation to its suppliers and the community by printing or using stickers with the theme and corporate logo on other marketing tools. Example: shopping bags, store displays, magazine advertisements and posters.

7. **Chart Progress with a Database**

This may be important for your company depending on how large the drive becomes. AT&T has an extensive blood donation program and uses a database to keep track of all their statistics. This

information can be used for public relations projects, as well as to help with future drives.

8. **Set a Fixed Location**

Some large corporations have chosen to create a fixed location in their headquarters for blood donations. This assures that the general flow of daily activity will never be interrupted by blood drive set up and take down. Generally, the local blood center runs the fixed site as a sub-center and is thus able to supply the medical and recruitment expertise needed on site for the corporation.

9. **No-solicitation Rules**

The [National Labor Relations Act](#) allows employers to have blanket no-solicitation rules that have the effect of keeping union organization activities off their property. However, the National Labor Relations Board has recognized an "isolated beneficent" activity exception. This exception holds that an employer may allow a limited number of charitable solicitations, such as blood drives, while continuing to enforce a general no-solicitation rule that bars solicitations on behalf of unions and other causes.

Click [here](#) to find out how to implement a corporate program with the members of America's Blood Centers. More questions? Contact [Matt Granato](#) at 202-654-2911. America's Blood Centers is eager to help implement your national corporate blood drive. Thank you for your interest in supporting this important charitable cause.