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Introduction

Organizing and planning a workplace blood donor campaign is a straightforward process that addresses a serious public health need through employee participation and community involvement. This manual contains instructions and guidelines on how to run a blood drive from start to finish for those people and organizations that are new to blood drives. For those who already have experience in conducting blood drives, tips and suggestions are included to help enhance the campaign.

The most important element of a successful blood drive is building a strong team. The roles and responsibilities of the workplace blood drive team are described on the following page. The organization's CEO or President should be asked to appoint a senior executive as Blood Drive Liaison to oversee blood donation drives and a Blood Drive Coordinator to manage the campaign. The Blood Drive Coordinator should form an employee Blood Drive Committee of Blood Drive Captains to help plan and organize the blood drive and encourage fellow employees to donate blood on the day of the drive. This manual will help the Blood Drive Coordinator recruit and train team members and plan a successful blood drive.

Together, we can save lives ... all in a day's work.

Organizational Roles

CEO or President

The CEO or President needs to make a strong commitment to the campaign and should communicate that commitment to employees when the campaign is announced. This top executive should appoint a senior executive as a Blood Drive Liaison to direct the campaign. Both should agree on the selection of a strong employee to run the campaign as Blood Drive Coordinator.

Blood Drive Liaison

This person is a senior executive who represents top management. The Blood Drive Liaison accesses and motivates senior staff members and oversees the campaign.

The Blood Drive Liaison works with the Blood Drive Coordinator to help recruit members of the Blood Drive Committee and reports updates to top management.

Blood Drive Coordinator

The Blood Drive Coordinator plans and executes the blood drives with the help of the Blood Drive Committee and appointed Blood Drive Captains. This Coordinator also works with the Liaison to communicate with top management.

The Coordinator also helps recruit Blood Drive Captains.

Blood Drive Captains

Blood Drive Captains are appointed within departments or groups to help publicize the drive through personal donor outreach. One Captain should be recruited for every 50 employees.

These Captains can speak one on one with employees to explain the need for blood, ask them to participate, and answer questions. In addition, the Captains can speak at staff and team meetings to promote awareness of the blood drive.

It is important that the Blood Drive Captains be representative of the racial and multicultural makeup of the organization. Captains can reach out to minority groups within the organization with information about the need for blood types that are more prevalent among certain ethnic and racial groups and often in short supply.

The Captains work with the Coordinator on overall blood drive implementation, donor recruitment, and messaging.

Blood Drive Committee

This group is made up of the Blood Drive Liaison, Coordinator, and the Captains who represent various staff levels and departments.

Organizational Chart**Why Donate?**

New Jersey is facing a severe chronic blood shortage. In 2005, the State used 74,000 more units of blood than it collected. New Jersey has always been able to import additional blood supplies from other states to make up such deficits. However, these states are now experiencing shortages of their own, and this alternative supply is becoming less dependable.

While many New Jerseyans are quick to give blood when a disaster occurs, not enough people give blood on a regular basis. Blood is needed 365 days a year and is in constant demand for treatment of injuries, cancer, and hemophilia; as well as for use during surgery. In fact, nine out of 10 people will need blood sometime in their lives. One pint of blood from a single donor may save three lives.

Only 2.5 percent of eligible donors in New Jersey give blood on a regular basis compared with the national average of 5 percent. In addition, New Jersey is one of the most culturally diverse states in the nation, and needs to maintain a blood supply that can meet everyone's needs. Some blood types are more prevalent in certain ethnic and racial groups, and these blood types are often in short supply.

The State's overall goal is to increase the number of eligible New Jerseyans who routinely give blood from the current 2.5 percent to the national average of 5 percent. To help achieve this goal, the State is asking companies that already sponsor blood drives to increase blood donations by at least 100 percent. If this is the company's first blood drive, the goal is to encourage 8 percent to 10 percent of employees to donate. If more donors from all population groups commit to giving blood routinely, this will ensure an adequate blood supply to meet New Jersey's needs.

The Benefits of a Workplace Blood Drive

People state that they do not give blood because it is not convenient, they are not aware of the needs, or no one has asked them. By hosting a workplace blood drive, organizers can address these challenges. Giving blood in the workplace is more convenient for donors than donating outside the workplace. Since it takes only an hour, donating blood can easily fit into the workday. In addition, workplace programs provide the opportunity to ask everyone to participate, inform everyone about the safety and value of blood donations, and emphasize the importance of maintaining an adequate blood supply.

In addition, an employer can incorporate workplace blood drives into their corporate social responsibility or community relations agendas and build employees' pride in their workplace and their contribution to the community.

Keys to a Successful Blood Drive

Whether experienced in conducting blood donor campaigns or not, corporations and institutions may find the following guidelines helpful in expanding employee participation:

- Form a strong team to conduct the blood drive. Ask the CEO/President and top management to support the planning initiative, and encourage employee participation.
- Ask the CEO/President to personally communicate the importance of the blood donation drive by e-mailing companywide memos announcing the event.
- Make short presentations at staff and group meetings announcing the time and place of the company blood drive. Discuss the importance of having a diverse blood supply to meet the needs of all citizens. Some helpful materials in the Tool Kit include:
 - "Save 3 Lives ... Campaign Fact Sheet"
 - "About Blood Donation Fact Sheet."
- Post the dates of the blood drive on the organization's internal calendar and/or intranet site.
- Create an employee recognition program that could include raffles and giveaways for employee participation.
- Track the organization's progress with each blood drive. Each year, set goals to increase employee participation through small rewards.

Encouraging employees to donate blood calls for creativity and incentives. Employees may be new to donating blood and afraid to take the first step. They may feel they have too heavy a workload to take time to donate. Below are some ideas for overcoming these challenges:

- Use creative themes to motivate donors to give more often.
- Provide testimonials from co-workers whose lives have been touched by blood donation. Research shows that people are more likely to donate blood when they see a direct benefit.
- Ask Blood Drive Captains to speak with employees face to face to promote the campaign, encourage them to participate, and answer their questions.
- Promote a Bring-a-Buddy campaign to encourage employees to bring co-workers to donate blood.
- Ask the company to host a special breakfast, lunch, or after-work event for employees who donate blood.
- Give employees who donate blood a small gift of appreciation.
- Reward participating employees with a lunch voucher for the company cafeteria.

How to Organize a Successful Blood Drive

1. Plan Early

If this is the first time the company has staged a blood drive, organizing the initial program takes about 12 weeks. The plan should include a schedule of blood drives for the entire year, which involves setting dates with the blood center and with employees. Once the program is established, each consecutive blood drive takes about eight weeks to organize. This will ensure that there is enough time to mobilize a team, alert employees to the blood drive, and conduct an information and awareness campaign to promote blood donation.

Meet with the local blood center representative to select a day and time frame for the organization's blood drive. Select times during working hours that will accommodate employees in all shifts to participate. The Blood Center representative will schedule its collection staff to be on-site at the workplace blood drive.

2. Make a Schedule

Set up a schedule with specific times for donors to sign up to donate on the day of the drive. Appointments help the blood drive move smoothly and decrease the amount of time employees spend away from work. Also, donors are more likely to donate blood with an appointment. The Blood Center can help you develop an appointment schedule and will recommend that an automated scheduling system be developed.

3. Form a Team

The Blood Drive Liaison should begin to form the Blood Drive Committee, a planning group, by sending a letter or e-mail inviting potential Blood Drive Captains or requesting volunteers to be Captains and asking them to participate in promoting the drive among employees. Select Captains from all staff levels. They must be enthusiastic and committed to the campaign. This could be a good way for employees who are not eligible to give blood to contribute to the campaign and help achieve the company's goal.

A sample "Letter to Blood Drive Captains," which can be adapted, is provided in the Tool Kit.

4. Hold a Kickoff Meeting

After the Committee plans the campaign and the Blood Drive Captains have been recruited, arrange a kickoff meeting to discuss the campaign and how it will run. Involve the Captains in the planning. Ask for their ideas for ways to inject excitement into the campaign. Let them help set the employee enrollment goals for their departments or groups.

5. Show Management's Enthusiasm and Commitment

To announce the blood donor campaign within the company, ask the CEO to send a letter or an e-mail message to all employees announcing the campaign and the company's goal and requesting that they participate by donating blood.

A sample "CEO Letter to Employees," which can be adapted, is in the Tool Kit. This can generate enthusiasm and organizational pride among employees as the campaign launches. Keep the momentum going by asking top management of different divisions to send a similar letter or e-mail to employees within their sections to encourage participation and show their support for the initiative.

6. Gather Testimonials From Employees

Studies show that people are motivated to give blood when they hear about how a blood donation has benefited real people. The impact can be even stronger if the recipient is someone they know or someone affiliated with their organization. Send an e-mail request to employees asking whether

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anyone has a personal story they would be willing to share. Incorporate these stories in communications.

7. Spread the Word

Use internal mail or e-mail to provide information about the need for blood and the importance of maintaining an adequate blood supply, and remind employees of the date and time of the blood drive. Insert a flier with paychecks announcing the blood drive and e-mail "save the date" notices that employees can put into their electronic calendars. A sample payroll insert, which can be adapted, is in the Tool Kit.

Two posters are included in the Tool Kit. The first is a standard poster that includes a few key messages encouraging employees to participate in the corporate blood drive. It can be customized with information about where and when your blood drive will take place. The second poster is one that can be customized with a personal testimonial from a fellow employee about the impact that donating or receiving blood had on his or her life. A photo can even be included.

Place these posters in public and heavily trafficked areas, such as break rooms or kitchens.

8. Set Goals and Provide Incentives for Donating

As the Blood Drive Captains speak to employees within their group, advertise the company's goal and the group's goal for the drive. After the blood drive gets under way, update employees regularly on the progress toward the goal. At the conclusion of the drive post the results.

The organization can create a departmental competition to encourage employees to donate. Organizing a raffle for all who enroll in the campaign is also an effective way to encourage participation. Another incentive is to host a party if the organization meets its goal.

9. Send a Reminder to Participants

Ask Blood Drive Captains to e-mail or call their assigned employees the day before the blood drive to remind them of their appointment.

10. D-Day for Saving Lives

The day of the blood drive will be exciting and eventful. During the drive ask the Blood Drive Captains to take pictures of employees who are donating blood, and post them on bulletin boards throughout the day.

Also, ask management to e-mail the employees thanking them for participating and alerting them to the date and time of the next workplace blood drive.

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Suggested Timeline

16 weeks before blood drive (for first-time campaigns)

- Create a schedule for the entire year
- Save the dates for the blood drives with the Blood Center and place on the organization's calendar
- Meet with the local Blood Center representative

Eight to 12 weeks before blood drive

- Create a list of potential Blood Drive Captains
- Recruit Blood Drive Captains to serve on the Blood Drive Committee and begin planning. Convene 12 weeks in advance of the first blood drive and reconvene eight weeks in advance of subsequent blood drives to begin planning
- Estimate level of employee participation

Eight weeks before blood drive

- Create an automated blood donor appointment schedule

Four to six weeks before blood drive

- Hold a training session with Blood Drive Captains
- Establish deadlines and assignments

Four weeks before blood drive

- Blood Drive Captains start promoting the blood drive and recruiting donor participation

- Place posters in public areas and send out letters and e-mail announcing the date and time
- Start having employees sign up for specific time slots in the schedule

One week before blood drive

- Remind employees about the blood drive
- Have Blood Drive Captains remind participants of their scheduled donating time

Day of the blood drive

- Arrive at the donation site with the Blood Center representative
- Bring the list of scheduled donors and check off donors' names as they arrive. Also, add in unscheduled volunteers that show up to donate.
- Ask the Blood Drive Captains to send automated reminders to enrolled employees to donate

Day after the drive

- Thank donors personally.
- Send thank-you letters to Blood Drive Captains and other volunteers for their special support. This will encourage them to sign up for the next blood drive.
- The Blood Drive Coordinator will ask the Blood Center for a count and a list of the names of all who actually donated
- Announce the campaign results
- Provide donors with the electronic "Donor Card" in the Tool Kit and write the date of the company's next blood drive on it
- Announce the day and time of the company's next blood drive

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What to Expect From the Blood Center Representative

During the first meeting with the Blood Drive Coordinator, the Blood Center representative will explain the procedures and requirements necessary for the blood drive.

Expect the following interaction between the Blood Drive Coordinator and the Blood Center representative:

- The Blood Drive Coordinator advises the Blood Center of the anticipated number of donors participating in the drive.
- The day of the blood drive the Blood Center representative will be on-site with adequate staff and equipment to meet the needs of each specific blood drive.
- The Blood Center representative will be able to answer all of your questions promptly regarding all aspects of the drive.

Diversity in the Workplace: The Need for a Diverse Blood Supply

New Jersey needs blood of all types to ensure that it can adequately respond to medical emergencies for all residents.

There is a significant need for blood from people of all races and ethnicities. Some blood types are specific to certain racial and ethnic groups, and these particular blood types are often in short supply.

The State needs to encourage everyone within New Jersey's diverse population to donate blood on a routine basis. Below are some helpful tips to increase participation:

- Alert employees to the need for a diverse blood supply and the importance of donations from everyone.
- Seek out employee testimonials from all ethnic and racial groups.
- Be sure that the Blood Drive Committee is representative of the corporation's multiethnic and multicultural employee profile.

- Include facts and specifics about the need for all blood types in promotional materials.
 - Some facts and specifics include:
 - ⌚ 25 percent of Asians and 18 percent of blacks have B-Positive blood type, whereas only 9 percent of whites and Hispanics have that type.
 - ⌚ Some African-Americans have rare blood types, such as U-Negative or Duffy Negative, and these blood types are rarely found in other ethnic groups.

Materials in the Tool Kit

The Tool Kit includes a variety of materials that will help when planning and executing a corporate blood campaign.

In addition to this How-To Manual, the Tool Kit includes:

- Save 3 Lives ... Campaign Fact Sheet
- Facts About Blood Donation Sheet
- Blood Donation FAQ
- Sample CEO/President Letter to Employees
- Sample Letter to Blood Drive Liaison
- Sample Letter to Blood Drive Captains
- Blood Drive Poster
- Blood Drive Customizable Poster
- Sample Newsletter Article
- Donor Card
- Save 3 Lives ... Payroll Insert

The following items can be downloaded on the Save 3 Lives ... Web Site:

- Save 3 Lives ... Logo
- Save 3 Lives ... Logo Guide

For additional information on donating blood in the State of New Jersey, please visit www.NJsave3lives.com.