American Red Cross
Biomedical Services Donor Recruitment
Alabama Central Gulf Coast

University Level Program Guide
2018 – 2019 Academic School Year

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**Objective**

The main objective of this blood program guide is to examine the importance of university blood partnerships, ensure the level of commitment from the university and assess the blood drive operation process from planning to execution.

**College Involvement and Buy In**

College students are among the most committed group of blood donors and contribute a significant portion of the nation’s blood supply. In fact, blood donations at high school and college blood drives account for as much as 20 percent of donations during the school year. The Red Cross appreciates the opportunity to introduce college students to the benefits of voluntary blood donation and community service, and is grateful for the generosity of student blood donors.

**Making a Difference**

Every two seconds, someone in the United States needs a blood transfusion. High school and college students are an important component of the Red Cross’s ability to ensure blood is available for patients in need.

**Win-Win Partnership**

Taking part in this university partnership opportunity builds goodwill and loyalty with students and faculty as they engage in visible community action. Sponsor groups, organizations and university departments build morale, team spirit and leadership development opportunities among members as they rally and work together for a lifesaving cause. Blood drives offer practical manifestation of values such as volunteerism and giving back to the community, alongside a trusted and respected brand. Ultimately, saving lives.

**Community Support**

Hosting a blood drive at your university is a great opportunity for student groups and leaders to learn about civic responsibility and about planning and coordinating a community event. Student support is a win-win partnership that not only helps fulfill the Red Cross mission, it gives hospital patients in need the gift of life. It's a community-building cause everyone can get behind.

**Questions to Ask:**

- Can we build a history/tradition with the college and/or integrate the role of coordinating and volunteering into the sponsor group?
- What is the make-up of the student body? Who are the key players, student groups, group leaders?
- What is the highest-level of administration the Red Cross has constant communications with?
• Is it possible to obtain a signed contract at beginning of each academic school year for the commitments to the blood program?
• Every university is very unique- how can the American Red Cross cater to yours?

**Donor Recruitment**

**Sponsors**

To have successful blood drives at major universities, sponsors groups are obligatory for each blood drive. A blood drive sponsor group can vary in size from 10 to 2,000 depending on the goal of the blood drive. However, the larger the blood drive goal, the larger your sponsor group should be. Sponsor groups can be student government, clubs, honor societies, departments, individual college, sororities, fraternities, athletic teams etc. Below is a sample table that reflects the sponsor group size to projected goal ratio.

<table>
<thead>
<tr>
<th>Sponsor Group Size</th>
<th>Projected Goal</th>
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<tbody>
<tr>
<td>10 – 25</td>
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<td>550 – 700</td>
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<td>700 +</td>
<td>450</td>
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**Sponsor Roles**

The main responsibility of the blood drive sponsor is to recruit donors to sign-up for the blood drive. Due to increasingly high hospital demands, the Red Cross must ensure our blood drives will be able to supply hospitals with the level of blood they need. If the Red Cross is anticipating a low number of donors for a drive with a high goal, the staffing levels could be reduced and relocated. Signing up donors for a donation appointment time ensures we will meet projected numbers and ultimately meet hospital demands.

One of the most common reasons students say they have never donated blood is because they have never been asked. There are many ways to get donors to sign-up for an appointment. We recommend using a combination of these methods:

• Ask them face-to-face
• Recruitment tables in your student center
• Expand to your social network
• Texting campaigns
• Find a desirable incentive (extra credit points, community service hours)
• Send email blast
• Ask other groups on campus to share with their members
• Educate
• Hold the members in your sponsor group accountable

**Appointments**

Blood donor appointments measure the success of a drive while creating flow, organization and timeliness for donors and Red Cross staff. For example, if there are zero presenting donors in the first hour of a blood drive, and thirty presenting donors in the second hour of the blood drive, we will lose donors due to wait times.

**Online Management System**

Donors sign-up virtually for an appointment time slot by going to [WWW.RedCrossBlood.Org](http://WWW.RedCrossBlood.Org) and using a unique sponsor code to find their blood drive. Appointments are then tracked and managed through the Red Cross’s online management system. Blood drive coordinators within each sponsor group are given access to manage and track appointment levels up to 12 weeks prior the blood drive.

**First Time Donors**

More than half of college students are first time blood donors. This means if a student is donating for the first time and has a poor experience, they will not donate again. It is very important to keep first time donors “FTD’s” comfortable and calm so they will continue to donate blood with the Red Cross. Low wait times, trusting volunteers, and fluid organization are major keys to ensure a positive donor experience.

**Goals**

Goals are set in the beginning planning process for a college blood drive. Planning meetings should be held at the beginning of every year and secured each semester and quarter. Goals are significant in the donor recruitment process because you need to recruit enough donors to reach our goal. A blood drive goal is the number of successful units of blood obtained from a blood drive. One unit is equivalent to one person’s donation. The goal is determined based on drive history, sponsor group size, staffing levels and university commitment. Goals are extremely important because hospitals schedule blood transfusions and surgeries based off their blood supply levels. Goals allow us to meet the demands of hospital patients in critical need.

**Power Red Donation**

Power Red is similar to a whole blood donation, except a special machine is used to allow you to safely donate two units of red blood cells during one donation while returning your plasma and platelets to you. If you are extremely busy, committed to donating blood and an eligible type O, A negative or B negative donor, Power Red may be ideal for you. Each procedure lets you give more of the product that is needed most by patients. Power Red (double red cell donation) takes approximately 30 minutes
longer than a whole blood donation and you can donate approximately every four months. In addition to meeting other whole blood donor qualifications, you must also meet specific criteria for donating Power Red, especially for hemoglobin, weight and height. The thresholds for each vary by gender.

**Acquisition, Planning and Scheduling**

Known as “AP&S” this is our calendar building and planning department within the Red Cross. Their primary responsibility is to ensure the collections staff (nurses) are on the calendar in a cost-effective manner. They know how to determine the hours of a blood drive, staffing levels, goals and more. To deliver the highest customer service to our major colleges, it is best to plan as far in advance as possible and receive your preferred day(s), times, staff which are available at the given forecasting time.

**Collections**

The collections staff at the Red Cross are the nurses that will be setting up each blood drive, sticking all blood donors ultimately “collecting” the blood. It is important to know your head collections nurse prior the drive so if issues arise, you can communicate with them directly. Two weeks before each blood drive date, you will receive the contact information for your lead charge nurse. They can assist with site issues, set-up issues, blood donor questions and more.

**Site Suitability**

An ideal blood drive site is a large, open room/ conference room/ atrium/ lobby/ classroom with adequate lighting and controlled air conditioning. The site should also be easily accessible from the road/ loading dock where Red Cross staff will be parking and unloading. It is also important to have access to tables and chairs for the staff and or facilities management. The site should always be set-up prior the staff arriving to the blood drive.

**Sample Site Layout**

The diagram shown is a sample blood drive layout. The stations are as pictured. Upon completing RapidPass, the entire donation process should take between 30 – 45 minutes for each person.

1. **Entry**- it is important to have one entry and one exit door. This create solid flow and less confusion for donors.
2. **Registration**- donors will sign-in at the registration table, receive a nametag and be checked in for their appointment slot
3. **Waiting area**- chairs are set-up for donors to sit and wait until they are called back for health history.
4. **Health history**- donors get checked for iron and hemoglobin levels and answer basic health questions prior to donating blood.
5. **Donation beds**- if the donor meets all qualifications during health history, they are then able to move to the donation bed.
6. **Canteen Area**—also known as hospitality, this is where donors are encouraged to sit and make sure they are feeling well enough to exit the drive. Volunteers are present to distribute apple juice, water, snacks and more to donors and make them feel at home.

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**Timelines & Deadlines**

**Planning Process Timeline**

I. **6-12 months out**: Date and room confirmation  
   a. Faculty meeting  
   b. Room reservations approval  
   c. Site details, drive layout  

II. **14 weeks out**: First planning meeting with sponsor group main point of contact  
   a. Who will be the primary blood drive coordinators, decision makers  
   b. Schedule additional speaking engagements and recruitment meetings  
   c. Identify needs  
   d. Create recruitment plan  
   e. Review goals  

III. **12 weeks out**: Second planning meeting with sponsor groups executive members “recruitment team”  
   a. Review recruitment plan  
   b. Delegate roles
c. Ensure incentives: Greek Points, SGA Points, Extra Credit etc.
d. Marketing and promotional materials
e. Walk through official coordinator guide

IV. **8 weeks out:** Speaking engagement with entire sponsor group
   a. Conduct educational presentation
   b. Review recruitment process
   c. Discuss incentives and goals
   d. Distribute materials
   e. Online scheduling demonstration
   f. Describe available volunteer positions

V. **6 weeks out:** Check-in with blood drive coordinators and recruitment team
   a. Check appointment levels
   b. Offer talking points
   c. Conduct recruitment tables
   d. Check volunteer schedule

VI. **4 weeks out:** Heavy promotion and marketing period
   a. Social media
   b. Campus newspapers and radio
   c. Flyers and posters
   d. Expand donor base by reaching out to other organizations on campus
   e. Hold members accountable

VII. **2 weeks out:** Check-in with faculty contacts and BDC’s
    a. Ensure appointment levels
    b. Confirm logistics
    c. Check-in with collections staff if needed

VIII. **1 week out:** Confirm appointments
    a. Text reminders
    b. Email reminders
    c. Reminders to volunteers
    d. Get supplies needed
       i. Canteen supplies (plates, napkins, cups)
       ii. Decorations (balloons)

IX. **1 day before:** Final Check
    a. Room, site, logistics, security and building notified
    b. Print final appointment schedule for registration
    c. Print volunteer sign-up sheets
    d. Ensure contingency plan

X. **One day after blood drive:** Lookback
    a. Post results as soon as possible
    b. Thank your team and your donors
    c. Discuss results with Red Cross representative
    d. Host a feedback meeting with recruitment team
    e. Schedule meetings for the next drive
Appointment Deadlines

Setting deadlines to reach designated appointment levels are imperative to running a successful blood drive. It is standard policy within university blood programs that a 50% full appointment sheet is required 2-3 weeks prior the blood drive date. A full appointment sheet is required one week before the drive date, no exceptions.

Day of Drive Operations

Use this simple checklist the day of and during the blood drive:

<table>
<thead>
<tr>
<th>Task</th>
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<tbody>
<tr>
<td>Blood drive signage: yard signs, easels, A frames, posters are visible on all enter/exit points of building</td>
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<tr>
<td>If decorations are being used, set them up before staff arrives</td>
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<tr>
<td>Make sure tables and chairs are in the correct layout</td>
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<tr>
<td>Bring extra supplies: markers, poster board, table, scissors, speakers etc.</td>
</tr>
<tr>
<td>Copies of appointment sheet for charge nurse and registration</td>
</tr>
<tr>
<td>Keep up with appointment sheet, if a donor does not show within 15 minutes of his or her appointment time call the number given</td>
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<tr>
<td>Volunteer stations covered at all times</td>
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<tr>
<td>Have charge nurse and faculty contacts available</td>
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<tr>
<td>Make sure donors are using RapidPass to keep wait times low</td>
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<tr>
<td>In the Red Cross representative is not present at the drive, keep in contact with hourly updates</td>
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<tr>
<td>Make sure contact list is visible and accessible to collections staff and volunteers</td>
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<tr>
<td>In most cases AV is available for the blood drive. Make sure music and tv is being utilized and operated before the drive start time</td>
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RapidPass

RapidPass saves time during your blood donation appointment. For the best donation experience, we recommend you schedule an appointment then complete your RapidPass on the same day as your appointment. The process is simple, and can save each donor up to 15 minutes. Go to WWW.RedCrossBlood.Org/RapidPass or download the blood donor app and enter the zip code for the blood drive. Get started with some initial information, read through the pre-donation materials, answer your healthy history questions and save the barcode image or screenshot your phone screen. RapidPass is compatible with most mobile devices, but if not compatible with your device, you can use a computer and print off a copy of the completion screen with unique barcode.

Blood Donor App
The American Red Cross Blood Donor App allows users to put the power to save lives in the palm of their hand. The award-winning blood donation app has many excited features that appeal to student blood donors such as:

- Finding local blood drives and donation centers easily and quickly
- Convenient appointment scheduling and rescheduling
- Complete your RapidPass using the App
- Get notified when your blood is on its way to the patients (this is something that really resonates with students because it allows to see the difference they made in the life of patients)
- Keep record of results from the mini-physical
- Receive appointment reminders
- Keep track of total blood donations
- Receive blood shortage messages
- Join or create a lifesaving team, recruit other blood donors and view rankings on the blood donor teams leaderboard

**Marketing & Promotion**

The best way to ask people to donate blood is face-to-face. Ask with confidence and enthusiasm. Studies have shown, the primary reason do not donate blood is because they have never been asked. Student donors primarily find gratification from their selfless acts through awareness of their contribution to saving lives. Utilize the tools found of the “blood drive coordinator homepage” to help educate your donor base.

Receiving information on how each individual donation is used is a powerful reinforcement. The Red Cross Blood Donor App has unique features to show each individual donor their personal blood donation journey. Practical benefits such as receiving free blood test information are also useful motivators, while communicating the professionalism of the blood collection techniques.

Personal touches and creativity go along way with publicizing a college-campus blood drive. Think outside the box when targeting your donor base. Here are concepts to help with promoting a blood drive:

- Utilize Facebook, Twitter, Snapchat and Instagram
  - Create an actual Facebook event which can be shared
  - Instagram “stories” display the step-by-step process for making your blood donation appointment
- Educate your donors, many first-time donors aren’t aware of all the health benefits that come with donating blood
- Share real life testimonials
- Set-up recruitment tables in a high traffic area of campus
  - Pass out flyers and donuts (or candy) and give out a sweet treat when a someone signs-up for an appointment
- Reach out to local campus TV or Radio about promoting the blood drive
- Create a custom logo/flyer that can easily be recognized
The app “Canva” is a great tool

- Make it personal and cater to your audience
  - Use themes, decorations to make it fun for your peers
- Utilize faculty and staff relationships to send email blast to campus workers
- Create a coemption between groups or classes
  - This is a fun-friendly way to make the blood drive competitive and get people excited about the event
- If flyers and or posters would be helpful ask your Red Cross Representative to assist with printing
- Make announcements at school functions, meetings or athletic games

Volunteers

As the face of any blood drive, the sponsor group has a duty to supply volunteers. In some cases if volunteers will not be available, the Red Cross will assist with finding community volunteers to work the event. It is beneficial to have students in the sponsor group volunteer because it makes donors feel comfortable to recognize friendly faces at the blood drive.

Using Google Docs or Sign-up Genius to obtain volunteers for the drive are useful tools. College students can often only stay for an hour or two at any given time so using the sign-up templates, offer multiple shifts.

These are the stations at any blood drive that are required to be occupied at any given time:

1. **Registration**
   a. Sign-in donors using computer or paper Red Cross sign-in sheets
   b. Make nametag for each donor with the first name and time
      i. Red sticker = time of appointment
      ii. Green sticker = time of walk-in
      iii. Do not put the stickers on, give them to the next station
   c. Check each donor off the printed off appointment schedule
   d. Keep up with the appointment list, if a donor does not show within 15 minutes of his/her appointment simply text or call the donor and off a later timeslot

2. **Reading RapidPass**
   a. Ask each donor if they have completed their RapidPass
      i. If they have, then go on to the next station
      ii. If they have not, then have them sit and read the packet
   b. Once they are done with the packet, then give it back to the volunteer and send them to the next station

3. **Donor flow**
   a. This is where the volunteer will take their sticker and place them into two categories on a table:
      i. Appointments and Walk-ins
b. Using a pull-system, the volunteer will line up each sticker by time of appointment or time of arrival

c. When the nurses waive their hand, and are ready for the next donor, you will call out that person’s name and send them into the health history booth

4. **Canteen**
   a. Running apple juice and waters to donors on the beds
   b. This is important to be paying attention when the nurses call for a beverage, a donor usually does not feel great and needs something to drink
   c. It is best to open the apple juices and put straws in them so they are ready when a donor needs one immediately
   d. Keep the canteen items well stocked
   e. Be mindful of trash and keep the area cleaned for the next donor

5. **Hospitality**
   a. Encourage donors to sit and wait 15 minutes until they are feeling well
   b. Offer them food if it is available
   c. Offer t-shirts if they are present at the drive
   d. Encourage participation in raffles, giveaways
   e. If sponsor groups request sign-out sheets for points/ hours/ incentives ask them to fill out their information on the sheets given

**Faculty & Staff Support**

Commitment and buy-in from the campus leadership to pursue the partnership for success, as well as buy-in from the Student/Faculty group is vital to have a successful blood drive. Faculty and staff on a college campus have connections and networks that are not obtainable to outside professionals. Meeting before each semester with the main university faculty contacts is required. This time should be used to go over blood drives 6-12 months out, achievements, concerns, intern/committee updates and more.

Students display higher levels of engagement and accountability at institutions where faculty members use collaborative techniques and engage students in the event process. Faculty and staff interacting with students challenge them academically, and exhibit value-enriched educational activities.

**Internships & Scholarships**

**Description**

The American Red Cross is constantly striving to interact with students at further, in-depth and professional level. If students are interested in getting a specialized experience consisting of civic relations, health education and communication tactics, they are encouraged to reach out to their Red Cross representative.

The Red Cross is seeking motivated college students to apply for a year-round, paid internship. This person would assist in the planning and executing of blood drives; along with prospecting new eligible
groups on each campus to host blood drives. The official job application and description are being sent out to nominated students and each university career center. The committee will need students to serve in various positions including but not limited to: Director of Recruitment, Director of Marketing, Volunteer Coordinator, Event Coordinator, Director of Sponsorships, Director Academic Outreach, etc. Final candidates for the program will be chosen by August 24th.

Qualifications

- Attend one of the following universities
  - University of Alabama
  - Auburn University
  - University of Alabama at Birmingham
  - Samford university
- Live on campus/ surrounding area
- Be a rising sophomore, junior or senior
- Passionate about blood drives, saving lives and making a difference
- Scholarship determined
- Motivated, results-oriented young professional
- Sales driven
- Excellent communication skills
- Preferred majors: health & science, communications, nursing, pre-med *not subjective this category
- Cumulative GPA 3.5 or higher

Responsibilities

1. Recruitment
   a. Working with sponsors and blood drive coordinators to ensure donor appointments prior each blood drive
   b. Reserving recruitment tables for recruitment “tabling”
   c. Point of contact for blood drive coordinators immediate needs (online sign up presentations)
2. Liaison between university and account manager
3. Marketing/ promotion
4. Prospecting new sponsor groups
5. Organizing volunteers
6. Day of drive operations and point of contact
7. Weekly calls
8. Monthly face-to-face meeting

Recognition
1. Semester scholarship: $500/ per semester total payout $1000 for academic year. Scholarship will be awarded to student through financial services office. May be used towards book scholarship or tuition.

2. Letter of recommendation: based on performance, one letter of recommendation will be formulated for each campus intern on behalf of the biomedical services regional director

3. Graduation cord

4. Resume builder

5. Awards luncheon

Blood Drive Coordinator Internship Commitment

- Act as corporate leader
- Set the standard for a better college blood supply with the American Red Cross
- Establish recruitment committee relations
- Schedule donors using the online system
- Provide metrics during each blood drive  
  - Goal
  - Pints collected
  - Total presented
  - Deferrals
  - QNS
- Submit required grounds and marketing contracts

Tips for Donation

Before Your Donation

- In the days before your donation, eat healthy, iron-rich foods such as spinach, red meat, fish, poultry, beans, iron-fortified cereals and raisins. This will help maintain a healthy iron level. The number one reason for deferrals (especially women) is anemia
- Get a good night’s sleep
- At least 3 hours before donating, eat a balanced meal
- Drink an extra 16 oz. of water and fluids before the donation; you can be deferred for dehydration
- Remember to bring a valid photo ID or student ID

After Your Donation

- Drink plenty of fluids over the next 24-48 hours to replenish any fluids you lost during donation
- Avoid strenuous physical activity or heavy lifting for about 24 hours after donation
- If you feel light headed, lie down, preferably with feet elevated, until the feeling passes
- Enjoy your day and know that you have made a positive difference!
**Donating blood takes too long. I’m too busy.**
I understand our daily lives can be very hectic, but the need for blood is constant for patients. Can you arrange an hour out of your schedule to help save lives?

**I’m too scared. I am afraid of needles.**
That’s natural. Almost everyone is apprehensive the first time they donate. Pinch the fleshy, soft underside of your arm. That pinch is similar to what you will feel when the needle is inserted into your arm. If at any time you feel uncomfortable, you may tell a Red Cross staff member; they are accustomed to helping donors through this process.

**They don’t want my blood.**
If you were deferred the last time because of your pulse, temperature, blood pressure or iron count, it was probably a temporary condition. These four health checks are always made before you are permitted to donate. Please try to donate again or call 1-800-RED CROSS to ask specifically about your eligibility.

**My blood type is so common. I only need to donate once a year.**
All blood types are needed every day, regardless of whether they are rare or common. Patients come in all types, too. In some emergency situations, type O blood can be given in place of other blood types. Large quantities of type O may be needed by accident victims and premature infants who need blood therapy.

**Giving blood may not be good for me.**
The mini-physical and health history you will receive on the day you donate can help ensure you are in good general health. No one is allowed to give blood if it is known that it will harm them.

**I had difficulty donating last time.**
We always want our donors to have a positive experience. Make sure you tell the Red Cross staff about your previous experience so you may receive special attention. In most cases, you will be able to give again without difficulty.

**Frequently Asked Questions**

**Who can donate?**
Individuals who are 17 years of age and older (16 with parental permission in some states), meet weight and height requirements (110 pounds or more) and are in general good health may be eligible to donate blood. Please bring your Red Cross blood donor card or other form of photo ID when you come to donate. Your medical history and donor eligibility will be evaluated by Red Cross staff at the blood drive.

**Can I give blood if I have traveled outside the U.S.?**
Most travel is not a reason for deferral. However, there are some areas of the world that are at increased risk for certain diseases. Visit redcrossblood.org, call 1-800-RED CROSS or ask the Red Cross staff for more information about specific destinations.
How long does it take?
When appointments are made in advance, the process takes about an 45 minutes. The actual donation takes about eight to 10 minutes. The actual donation time for a Power Red donation is slightly longer and takes about an hour and a half from start to finish. Time is needed for registration, a mini-physical, health history interview and refreshments following your donation.

How much blood is taken?
For blood donations, a little less than a pint of blood is drawn. Your body will replace the fluid loss in about 24 hours. Red blood cell replacement will begin immediately but will take four to six weeks for completion.

How will I feel after donating?
Most people feel just fine. Eating a balanced meal and drinking plenty of fluids before your donation, thinking positively about your donation and knowing what to expect will all help. Regular activity can be resumed following the donation, although you should avoid heavy lifting for the remainder of the day.

How often can I give blood?
You can give blood every 56 days, Power Red (two units at one time) every 112 days.