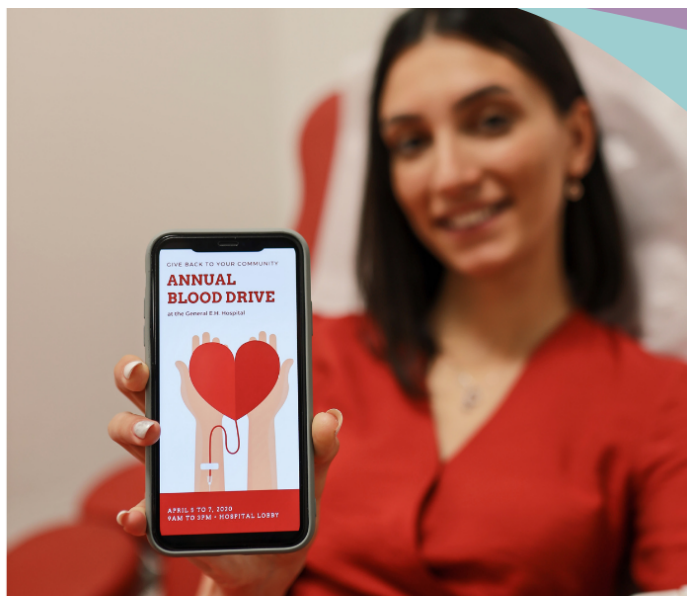


BLOOD DRIVE TOOLKIT



ALLO HOPE
— FOUNDATION —



WHY PEOPLE HOST BLOOD DRIVES

Our blood supply is so important. In fact, every donation has the possibility of helping up to 4 people who need blood products. In the case of HDFN, many babies end up needing Intrauterine Blood Transfusions, in which blood is injected into the baby through the mother's abdomen. Some babies end up needing several transfusions before and after birth. This medical miracle would not be possible without blood donors and the people who work to bring them together. In gratitude, some mothers choose to host a blood drive in honor of their little ones.

HOW TO GET STARTED

Once you have decided you might like to host a blood drive, start by figuring out who the local blood collection agencies in your area are. Some helpful websites include:

- America's Blood Centers - <https://americasblood.org/>
- AABB - <https://www.aabb.org/for-donors-patients/give-blood>
- The American Red Cross - <https://www.redcross.org/give-blood.html>

REACH OUT

After you've made your list of local blood collection agencies, start by giving a friendly phone call. Many times the blood drive coordinators will be on calls or driving, so be sure to leave a message with your name, phone number, and that you'd like to host a blood drive for their agency. When you do speak with the agency coordinator, ask questions such as "What do you need from me?" "Do I need to provide any volunteers?" "Do you have signs that I can use to advertise the blood drive?"



LOCATION, LOCATION, LOCATION

WHERE WILL YOU HOST YOUR DRIVE?

In addition to asking your agency for ideas about where to host a blood drive at, consider these popular places:

- Your place of employment
- A local church
- Your local VFW, American Legion, or Lion's Club
- Your community center or town hall
- Local schools – private schools and high schools are typical locations

MOBILE DONATIONS

Some blood donation agencies have buses or mobile donation centers. If this is an option for you, there may be more options. Some people have chosen to have a "block party" style blood drive complete with yard games and music. Other alternatives include parking the mobile donation center outside of your workplace or a popular event center.



ONE MONTH BEFORE THE DRIVE

- One month or more before the drive start setting up a Facebook event or other social media for your blood drive. Start inviting people and encouraging them to make appointments. Most agencies will have a special link that people can use to register for an appointment at your specific drive though walk-ins will be welcome as well.
- Design flyers and hang them on bulletin boards around town. Check for places like township/city hall, local grocery stores, and pharmacies. Include a QR code or pull tabs with the link to the appointment signup page.

TWO WEEKS BEFORE

This is when you'll have a lot of activity for your blood drive.

- Join local FB groups – a local neighbors group ("Citizens of Comstock Park" etc), ask an admin for permission to share in your local buy/sell groups, and in your other groups. These groups are great places to introduce yourself, share your story, and invite people to your blood drive.
- If you are hosting your blood drive at a church or office, ask them to make an announcement or email blast about the upcoming drive.
- Message all of your friends and encourage them to make an appointment. Consider setting up a fun night out after the blood drive.

THE WEEK BEFORE

You're in the home stretch.

- Confirm that everything is still good with the venue and that you have all of the supplies requested by the blood drive agency.
- Ask the venue to make or share a post about the upcoming blood drive.
- Update your posts in your social media groups and on your event page.



THE BIG DAY

BEFORE YOU ARRIVE

Send out some reminder texts to your local friends and family. If you are doing an office drive or a church drive, reach out and remind people via email or loudspeaker announcement.

Gather up everything you'll need for the blood drive. Don't forget essentials such as a water bottle, phone charger, and a book. Expect to be on site for about 4 hours (this varies depending on your location – at my church, a member had to be on site the entire time the building was in use).

WHEN YOU ARRIVE

In general the blood drive agency will want to come set up about 1 hour ahead of time. Expect to arrive shortly before they do. Have fun greeting the blood drive staff and sharing your story with them. Open doors, set up signs, lay out information about HDFN, and if you are running a slideshow, get that set up as well.

Usually staff will provide you with a list of items that they need ahead of time (6 chairs, 2 tables, etc). Expect the staff to bring everything necessary for the drive except for these pre-arranged items. The staff will set up last minute signs, special donation chairs, equipment, and a "canteen" area where donors will have juice and snacks after their donation. This canteen area is a great place to have your slideshow and informational materials about HDFN.



ADDITIONAL RESOURCES

PRINT MATERIALS

The Allo Hope Foundation can provide you with copies of our two HDFN booklets. We can also provide brochures with information about HDFN.

DIGITAL MATERIALS

The Allo Hope Foundation offers a video of HDFN babies and personal thank you notes from their mothers. You can access this video through Google Drive or Vimeo.

[Links Coming Soon]

Bryce's Mom says:

"I want to thank everyone who donates blood. Without donors my son would not be alive. He went through 8 transfusions when he was in utero and one when he was less than a month old. I truly will forever be grateful to donors worldwide. My son is here because of it!"

Bryce
Anti-Kell
Born at 35 weeks
8 Intrauterine Transfusions
1 Post-birth Transfusion





AFTER THE BLOOD DRIVE

This is the time to celebrate! Ask the blood drive staff how many units were collected and where the blood will go (will it stay local, or be sent elsewhere?). Be sure to send out a hearty thank you to all of the donors and to update your event page and social media posts with this information. If you had your drive at a church or office, have an announcement made showcasing how many units were collected and how many people will benefit because of their generosity.

REACH OUT

At the Allo Hope Foundation, we're all about supporting each other. We'd love to encourage you along the way and to share the story of your blood drive on our social media pages.



Allo Hope Foundation



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