



## **Eagle Scout Service Project Blood Drive Coordinator**

Thank you for considering becoming a Blood Drive Coordinator to meet the Eagle Scout Service Project requirements. United Blood Services is challenged to meet the daily blood use needs of hospital patients. To meet that challenge, we must use our staff and equipment in the most efficient and effective way possible. It is important that when these resources are reserved, there are reasonable assurances that enough blood is collected to warrant their use.

By taking on this responsibility, you are required to meet the standards set by both United Blood Services (UBS) and the Boy Scouts of America (BSA). As such, both organizations must approve your overall project to include goal setting, drive logistics, and a superior marketing plan for donor recruitment.

**Donor Recruitment Representative (DRR)** – Every Blood Drive Coordinator is assigned a DRR. It is the DRR's responsibility to give each coordinator the tools necessary to hold a successful blood drive. However, each blood drive project needs its own unique strategy to find success. It is your responsibility to development and execute that plan by using the tools you are provided by UBS and the BSA, while also taking advantage of your own skill set and environment that takes your strategy beyond the ordinary.

### **Goal Setting:**

Before your project will be accepted, an appropriate blood donation goal must be set, which is based on the population base from which you are planning to recruit, such as a church, school or other organization. Typically, 10% of the population base is an acceptable goal for a blood drive. However, the minimum goal for an Eagle Scout is 25 successful donations no matter how small the population base.

- **An Advance Survey of Potential Donors** – Enclosed is the Blood Drive Planning Survey which includes the “pre-sign-up” sheet to determine the level of commitment needed to hold the blood drive. Your blood drive goal will be based on this survey. In order to book a blood drive, we require a minimum of pre-sign-ups to equal 150% of the donation goal, i.e. 75 names on the survey would indicate a possible donation goal of 50. [See **Eligibility** below before you start to fill out your pre-sign-up sheet.] The survey has instructions on where to return it once it's completed. See enclosed tips for recruiting donor sign-ups.
- **Eligibility** – Most healthy adults over 18, and 16 & 17 year olds with parental permission, are eligible to donate blood, but there are some exceptions. There are minimum height and weight requirements, for example. Someone who has received a tattoo in Arizona in the last 12 months is also ineligible. Attached is important information regarding donor qualifications.



- **Setting the Goal** - Once your “pre-sign-up” sheet is complete, it will be reviewed by your DRR. The DRR will work with you to determine the goal of the blood drive. The goal will be one that is achievable, but significant enough to meet BSA qualifications.

### Drive Logistics:

When and where you hold a blood drive will have a considerable impact on your blood drive success. Blood drives should be conveniently located and scheduled at a time when the greatest number of people possible can gain access.

- **Pick the blood drive date** – Our staff and equipment are typically scheduled months, often up to a year, in advance. Based on the established goal, your DRR will work with you on a date when we have the resources available and will work within your schedule.
- **Determine the blood drive location** – Blood drives can be held in a large space such as a gymnasium or large meeting room. If an indoor space is not available, drives may be held in parking lots using bloodmobiles. Whatever you decide, please keep in mind that the location should be easy to find and promote. If using an indoor space, there is a minimum number of electrical outlets required based on the size of your blood drive and the temperature needs to be 68 degrees or cooler. Please discuss your idea about location with your DRR.

### Marketing Plan

Though almost everyone would agree that blood donation saves lives and blood drives support the community in a significant way, most new blood drive coordinators are surprised at the difficulty of finding commitment from others to make a donation. There can be many obstacles blood drive coordinators must overcome as they persuade and convince individuals not only to sign up for, but show up for the blood drive. It is important to develop a strong plan for attracting as many potential donors as possible to your blood drive. The foundation of any blood drive marketing plan is the face-to-face ask. The number one reason cited by people for not donating is “No one ever asked me.” Emails, posters and social media can help, but nothing can develop a strong list of potential donors like asking someone face-to-face. Your DRR will work with you to develop your plan. **A detailed written marketing plan must be approved by the BSA.**

- **Education** – An educational presentation on why someone should give blood and eligibility requirements will be developed and given to the troop, chartering organization or a school body by the project. The presentation will be conducted by at least three people directed by the Eagle Candidate.
- **Blood Drive Committee** – Each project shall have a strong blood drive committee. By leading a group of like-minded individuals to help achieve your donation goal, you are multiplying your chances of success. This committee will help develop your plan.

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**hero**  
in you.



**United Blood Services**

**Overcoming obstacles and objections** – Some barriers to donation are real (age, a health condition, or safety deferrals like foreign travel to malaria regions), but there are also many misconceptions that keep individuals from donating. For example, having diabetes or taking most medications are not donation deferrals. It's important for the coordinator to understand the basic eligibility requirements and standard deferrals, and know when to give someone the Eligibility Line number when more complex questions come up. (See Eligibility section above.) It's important to work with your DRR to educate yourself and your Blood Drive Committee on how to overcome obstacles.

- **Scheduling** – Individuals who make an appointment in advance demonstrate a higher level of commitment to follow through with their donation. [Note: Blood drives without strong advance sign-ups may be cancelled.] Work with your DRR to develop your own method to schedule donors in advance. Don't forget about donor eligibility requirements when you and your committee are recruiting advance appointments.
- **In Honor of Blood Drive** – If you or someone you know has received a blood transfusion, consider holding an "In Honor Of" blood drive. The story of a hospital patient whose life was saved by blood transfusions can be a very powerful motivator for potential donors. Let your DRR know if someone is willing to share his or her story to help recruit donors.

#### **Measuring Success**

Project success is more than meeting the blood drive goal. Following the blood drive, you must review and evaluate the execution of your logistical and marketing plans, then present your results to the BSA. In the event that your drive does not meet its donation goal, this evaluation will serve as a basis for whether you may hold another drive. That determination would be made by both the BSA and UBS.

We look forward to working with you to help you achieve the Eagle Scout Service Project requirements. If you have any questions at this time, please call 480-675-5631 or email [PR@bloodsystems.org](mailto:PR@bloodsystems.org).

Give blood three times a year.

Hold at least three blood drives a year.