

## Getting the Best Results

- » If this is your first drive, your BBH field representative will help you set a realistic goal, based on a preliminary survey that will determine general donor interest within your organization.
- » If your organization has held previous drives, your BBH field representative will consider the results from your past drives and other factors that may have influenced the results, such as the drive's time, date or site. Please let your field representative know of any new recruitment ideas or situations at your site that may impact drive participation.
- » Ideally, your blood drive goals should support and help to achieve your organization's Lifesaver Club annual goal.

## Have a Strong Recruitment Team

- » To help ensure the success of your blood drive, it is important to incorporate the support of other members of your organization.
- » Get one recruiter for every 25 people in your organization. When choosing recruiters, look for individuals who share your enthusiasm.
- » Announce your appointment as a blood drive coordinator or distribute a letter from your top executive supporting BBH's community blood program and your recruitment efforts (see sample letter on page 15).

## COORDINATOR PROFILE: James Wong

*James Wong was born with neonatal intestinal obstructions. When he was 6 months old, doctors operated on his tiny abdomen to remove a section of his colon that lacked nerve cells, causing the obstruction. One year later, James underwent his seventh and last surgery to reconnect his gastrointestinal tract.*

*The many blood transfusions he needed as a child and the donors who saved his life are things he's never taken for granted and are what fuel his desire to provide hope to others.*

*"My life was saved and now I'd like to give back," said the Punahou School blood drive coordinator who became a first-time blood donor in 2009. Since his junior year, he helped coordinate four school drives, from overseeing sign-ups to canteen duties and "making sure there's always a smile on the donor's face."*

