Playbook: Church Blood Drive Collaboration with American Red Cross  
The Knights Council Running and Promoting the Event

Introduction:

This playbook provides a comprehensive guide for organizing a successful blood drive in collaboration with the American Red Cross, your Knights Council, and the Church. It covers various aspects of the event, including communication strategies, promotion techniques, coordination with church staff, and ensuring a smooth experience for donors. By following this playbook, the organizers can maximize participation, raise awareness, and create a positive impact in the community.

Section 1: Communication Strategies

1.1 Email Campaigns:

The following are examples of emails that can be sent out using the Red Cross blood Coordinator system:

Email 1: Initial Announcement

Subject: Save Lives - Participate in the Church Blood Drive!

Content:

- Introduce the event and its purpose.

- Highlight the partnership between the church and the American Red Cross.

- Mention the date, time, and location of the blood drive.

- Provide a brief overview of the donation process.

- Encourage recipients to sign up and spread the word.

Email 2: Reminder and Sign-up

Subject: Last Chance to Register for the Church Blood Drive!

Content:

- Remind recipients about the upcoming blood drive.

- Emphasize the importance of blood donations and the impact they can make.

- Include a direct sign-up link or instructions on how to register.

- Encourage recipients to invite their friends, family, and colleagues to participate.

Email 3: Final Reminder and Thank You

Subject: Don't Miss Out on the Church Blood Drive - Thank You for Your Support!

Content:

- Send a final reminder about the event, emphasizing the urgent need for donations.

- Express gratitude for the recipients' support and participation.

- Provide any last-minute instructions or details about the event.

- Encourage recipients to share their participation on social media platforms.

Section 2: Promotion Techniques

2.1 Signage:

- Create eye-catching posters and banners promoting the blood drive.

- Display them prominently in the church premises, including entrance areas, common spaces, and bulletin boards.

- Ensure that the signage includes the date, time, location, and any specific instructions for donors.

- Use visually appealing graphics and concise messages to attract attention.

2.2 Church Boards and Publications:

- Seek permission from the church office to post announcements in the church bulletin or newsletter.

- Prepare a short article or announcement highlighting the significance of blood donation and the details of the blood drive.

- Include a call-to-action encouraging readers to participate, donate, or volunteer for the event.

- Consider publishing multiple reminders leading up to the blood drive.

2.3 Push Notifications via SMS, Flock Note, or Church Communication Channel:

- Coordinate with the church office to send push notifications via SMS, Flock Note, or any other church communication channel.

- Craft a concise and compelling message to inform recipients about the blood drive.

- Include important details such as date, time, location, and registration information.

- Encourage recipients to spread the message within their social circles.

Section 3: Collaboration with Church Staff

3.1 Working with the Priest:

- Schedule a meeting with the priest to discuss the importance of the blood drive and seek their support.

- Explain the impact that blood donations can have on saving lives.

- Share relevant statistics or stories that highlight the significance of the cause.

- Request the priest's involvement in promoting the event during church services, sermons, or announcements.

- Provide any necessary materials, such as talking points or slides, to assist the priest in conveying the message effectively.

3.2 Engaging Church Volunteers:

- Seek assistance from church volunteers to help with various tasks during the blood drive.

- Assign roles such as greeters, registration assistants, refreshment coordinators, or donation area attendants.

- Provide volunteers with clear instructions, training if needed,

and a schedule of their responsibilities.

- Ensure that volunteers are knowledgeable about the donation process and can answer common questions from donors.

- Express gratitude for their support and recognize their efforts during and after the event.

Section 4: Ensuring a Smooth Donor Experience

4.1 Signage at the Donation Site:

- Place clear and visible signage throughout the church premises, guiding donors to the blood donation area.

- Use directional arrows, banners, and posters to indicate the route to follow.

- Include informative signs highlighting the importance of blood donation and expressing appreciation to donors.

4.2 Friendly Staff and Volunteers:

- Train staff and volunteers to provide a warm and welcoming environment for donors.

- Ensure they greet donors with a smile, answer questions, and offer assistance as needed.

- Emphasize the significance of donor comfort and confidentiality.

- Prepare a designated area for donors to relax before and after their donation.

4.3 Donation Site Setup:

- Set up the donation area in a well-organized and comfortable manner.

- Arrange chairs, tables, and necessary equipment for the donation process.

- Ensure that donors have easy access to refreshments and snacks after their donation.

- Maintain cleanliness and hygiene standards throughout the donation site.

- In the summer, make sure the AC is set extra low early to make the space a little cold, in the winter, don’t overheat. Cooler is better than too hot.

4.4 Donor Information and Instructions:

- Provide clear and concise instructions to donors about the donation process, eligibility criteria, and any specific requirements.

- Prepare informative brochures or pamphlets that explain the importance of blood donation and its impact on saving lives.

- Offer information about the benefits of donation, post-donation care, and potential side effects.

- Encourage donors to share their experience on social media and tag the church and American Red Cross.

Conclusion:

By following this playbook, the organizers of the blood drive can effectively communicate with potential donors, promote the event within the church community, and ensure a smooth experience for participants. Collaboration with church staff and engaging the priest's support will further enhance the visibility and success of the blood drive. Remember, every blood donation has the potential to save lives and make a positive impact on the community. Good luck with your blood drive, and thank you for organizing such a vital event!

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