

BLOOD DRIVE TOOLKIT

A guide for those who want to host a blood drive
and raise awareness of the need for blood for
moms during childbirth



Presented by Heroes for Moms



Heroes For Moms

BLOOD DRIVE TOOLKIT

One of the biggest uses of donated blood is for mothers during childbirth. Blood has helped save many lives. You can help raise awareness of the need for blood donations by hosting a blood drive and sharing your story.

STEP 1

Schedule a blood drive



CONTACT A BLOOD BANK

Contact a blood bank or blood donation center in your area such as the American Red Cross and local hospitals. AABB.org has a blood bank locator by zipcode. Hospitals that are trauma centers may have in-house blood banks.



SECURE A DATE & LOCATION

Consider aligning your blood drive on a meaningful day such as a child's birthday or survivor anniversary. It's best to schedule at least four weeks in advance. Locations can include libraries, recreation centers, churches, and offices with a large conference room. Blood banks may have a chapter house or donor center available and some hospitals have facilities to host blood drives.

STEP 2

Promote your blood drive



CREATE MATERIALS & USE SOCIAL MEDIA

Ask your blood bank to create a flyer that you can post locally and share on social media. Alternatively, use free tools like Canva.com to create a flyer and simple promotions to share on social media. Create a free Facebook event to share and post on Facebook community groups.



INCENTIVIZE WITH IN-KIND DONATIONS

Contact your friends, favorite stores, and restaurants to collect donations for goodie bags, door prizes, or raffle prizes. Giveaways both help to encourage and thank donors for saving lives. Special incentives for making a donation appointment in advance help too.

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STEP 3

Partner for deeper outreach



LEVERAGE MATERNAL HEALTH ORGANIZATIONS

Did you survive preeclampsia, AFE, or placenta accreta? Reach out to the related foundations or associations. They may be willing to help get the word out to their network and encourage locals to attend. Connect with other survivors who have hosted a blood drive.



FIND LOCAL ORGANIZATIONS

Contact local organizations with the same target audience and ask them to promote or co-host your blood drive. Examples include local chapters for ICAN, MOMS Club, Improving Birth, La Leche League, Postpartum Progress, and MOPS International. You could also consider using the blood drive to collect donations for a nonprofit that supports moms and babies in need, and having them promote your blood drive in return.

STEP 4

Secure blood donors



INVITE FAMILY, FRIENDS & COLLEAGUES

Ask your local connections to donate blood in your honor. Ask for volunteers to help you at the blood drive: check-in donors, pass out giveaways, take photos, watch children, and more. Get your village involved even if they are unable to donate blood.



SHARE YOUR STORY

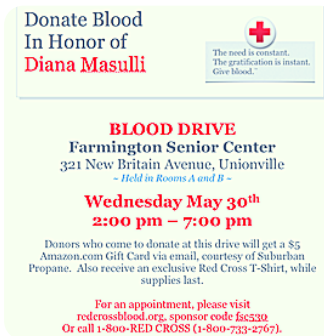
Make it personal. Tell everyone how many units of blood you needed to survive. Thank your donors. A personal plea hits close to home and helps encourage donors to come out to a special event. Stories attract the media and elected officials, too, so be sure to contact news outlets and invite notables in your area.

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STEP 5

Find more resources



HEROES FOR MOMS

Heroes for Moms is passionate about blood drive events focused on saving the lives of moms who need blood to survive childbirth. We'll help you make your blood drive successful. Our site highlights the importance of blood donations by sharing facts, survivor stories, and upcoming blood drives hosted by survivors and families.

There are several resources to leverage on the Heroes for Moms website, including:

- *A more detailed blood drive toolkit with many examples*
- *Blood donation facts to highlight in your promotions*
- *Becoming a Heroes for Moms Ambassador in your region*



Once you have your blood drive scheduled, inform Heroes for Moms so they can:

- *Add your blood drive to the blood drive calendar and map*
- *Share your blood drive on the Heroes for Moms social channels*

Now you're on your way to saving lives and being a hero for moms!

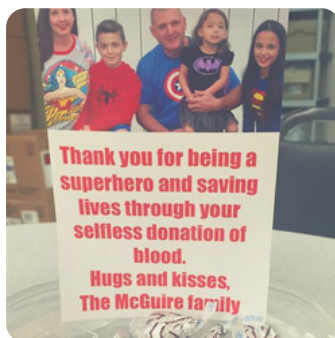


CONTACT

www.heroesformoms.com



Heroes For Moms



"Rates of obstetric blood product transfusion have increased by 33% since 2001, with the majority of this associated with hemorrhage."

- *Obstetrics & Gynecology, January 2014*