



# BOMA / Chicago Blood Drive:

## Seven Step Guide for Planning Your Drive

*Your Building. Many Lives. Plan a Blood Drive Today.*

# BOMA/Chicago Blood Drive Guide

## Your 101 Handbook for Hosting a Blood Drive

### Overview of BOMA/Chicago's Blood Drive Campaign

BOMA/Chicago's members comprise more than 230 downtown Chicago buildings and nearly 98% of rentable Class A space in the CBD. Think of how many companies and individual employees are housed in this amount of space. With your help, we can mobilize and incentivize these companies and individuals – your tenants – to save lives by hosting blood drives twice a year. If you have any blood drive questions, please contact Rob Johnson, Director of Civic Engagement, at [rjohnson@bomachicago.org](mailto:rjohnson@bomachicago.org) or 312-870-9600.

BOMA/Chicago has chosen two months of the year, March and September, as official blood drive months. We have created this guide to make hosting a blood drive as simple as possible. Before we outline the seven-steps of hosting a drive, we want you to know how building-wide blood drives will add value to your buildings:

- Increase tenant engagement and camaraderie through a common goal – saving lives.
- Quickly connect your building to the larger community by saving the lives of as many as three people per unit of blood donated. In fact, your blood donations will have already reached those in need within about 10 days of your drive.
- The results are measurable – within 48 hours of your drive, you will receive results on the number of units collected and the number of lives impacted.

### Hosting a Blood Drive: A Seven-Step Process

#### Step 1: Property Management Team Buy-In

Discuss the idea of hosting blood drives in March and September with your property management team. Do you have the staff commitment to host a drive and buy-in from the whole team? If so, you are ready to proceed. It will be wise to choose a “Blood Drive Coordinator” to be the main drive contact throughout the entire process.

#### Step 2: Select a Blood Drive Timeframe (12 weeks out) and Contact a Blood Drive Representative

Once you have decided to host a drive, select a general timeframe that you want to host the drive. The organizations that we suggest you work with, Versiti Blood Center, Vitalant and/or the Red Cross, prefer that you schedule a drive at least 12 weeks in advance. But both will try to accommodate any timeframe you propose.

If you can plan a blood drive 12 weeks in advance, you will want to schedule a March blood drive in December/January and a September blood drive in June/July.

BOMA/Chicago encourages you to choose your own blood drive vendor. We support and have great professional relationships with our partners: Versiti Blood Center, Vitalant and the Red Cross. We ask that you and your team choose which vendor to work with for your drive. Contact information for these organizations is listed below. The Blood Drive Coordinator should call or email one of the below contacts. Our partners will respond to your initial blood drive request within 48 hours.

#### **Versiti Blood Center**

Carlos Chavarria  
Account Representative  
[CChavarria@versiti.org](mailto:CChavarria@versiti.org)  
(754) 235-4127

#### **Vitalant (Formerly Lifesource)**

Christine Simons  
Donor Recruitment  
[csimons@itxm.org](mailto:csimons@itxm.org)  
(847) 260-2569

#### **Red Cross**

Anna Feltham  
Account Representative  
[anna.feltham2@redcross.org](mailto:anna.feltham2@redcross.org)  
(312) 388-4715

**\*\*When you schedule a blood drive with one of the above partners, please let the contact know that you are a BOMA/Chicago member.**

### **Step 3: Reviewing Building Logistics**

Our blood drive partners need to know the logistics of your building, especially in regards to:

- The proposed room(s) for your drive, at minimum an open space at least 800 square feet.
- The layout of the room for the day of the drive (location of cots, tables, chairs, wastebaskets, etc.).
- Any security areas the vendor will need the credentials to bypass on the day of the drive.
- A potential area for the vendor to park the blood drive truck during the timeframe of the drive.
- Your dock area, which the vendor will use during the blood drive setup and breakdown.

If this is your first blood drive, the vendor may schedule a site inspection (a walkthrough) of your building to ensure that your proposed blood drive room(s) meet the needs of the drive.

### **Step 4: Marketing the Blood Drive & Incentivizing Tenants to Donate**

Your blood drive is now official. It's time to rally your tenants and secure donors. The good news is that both of our vendors are fully equipped to help you with all of your marketing needs. Our partners suggest marketing your drive six to eight weeks in advance. Here is an overview of the marketing and registration materials that Versiti Blood Center, Vitalant and the Red Cross will provide you:

- Posters, trifold tent cards, captivate screens, pre-cut flyers and more will be designed for you. Both vendors will allow you to proof your materials and they will also print and deliver the materials to you at no cost.
- A personalized registration link for your drive will be given to you and put on all marketing materials. Tenants will be encouraged to register on their own, but your Blood Drive Coordinator will have full access to the registration website and will be able to register donors.
- If your building will permit, a table can be set up in the lobby a few days prior to your drive where a vendor representative will directly engage with tenants and encourage them to pre-register.

The marketing phase of your drive is also a great way for you and your property management team to get creative. What extra incentives could you give your tenants to donate blood? Here are some ideas:

- Think of iconic movies that you could play on screens during the drive. What are some "family friendly" films that donors could watch? Could you rent a popcorn machine and serve fresh popcorn to donors?
- Do you have a restaurant in your building that could offer free sandwiches or discount coupons to the tenants who donate?
- Do you have extra swag (or incentive prizes) lying around the office, such as t-shirts, keychains or movie tickets? You could give these away to tenants after they donate.

This is your opportunity to get creative and find ways to make your property management team stand out from the next! Another way to increase blood donations is to invite your vendors to donate blood. Email all of your contractors/vendors with the drive details and let them know that their participation would be greatly appreciated!

### **Step 5: What to Expect on Blood Drive Day**

Our vendors are pros at hosting drives, and shoulder most of the responsibility the day of the drive. Here is a timeline of a standard blood drive day:

- Vendor arrives about 1.5 hours before the drive and enters the building through the dock.
- The drive kicks off and new donors are accepted about every 15 minutes.
- Each donor spends about 45 minutes to an hour giving blood:
  - Donor registration: 5 minutes
  - Donor questionnaire: 15 minutes
  - Donor physical: 5 minutes
  - Actual blood donation: 12 minutes
  - Donor resting/snack time: 15 minutes
- Donations will be accepted until the actual ending time of the drive. Both vendors will do their best not to turn away any potential donors.
- Vendor spends approximately one hour breaking down and exiting through the dock.

### **Step 6: Tracking Your Donations & Completing Short Survey**

Within 48 hours of your drive, the vendor will email you the full results of your drive, including:

- How many people registered for your drive
- How many actually donated
- Number of units collected
- Number of lives impacted

Make sure to let all of your tenants know the results of the drive and thank them for their participation.

The vendor will also email a short survey for the Blood Drive Coordinator to complete. This survey will ask the Coordinator to rate the vendor's level of help and expertise offered before, during and after the drive.

### **Step 7: Planning Ahead for the Next Blood Drive**

Congratulations! You have now planned and held a successful blood drive. What are some key learnings from this drive that you can reflect upon to hold an even more successful blood drive the next time around? What can you do to turn 25 blood drive pre-registrations into 50 pre-registrations? What feedback did you get from your tenants and how can you creatively engage them during the next drive?

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## **Building Manager's FAQs about Blood Drives**

### **How many donors (or pre-registrations) do I need to hold a blood drive?**

Our blood drive vendors prefer to collect at least 25 units at one drive. This amount totals to about 35 to 40 donors.

### **What if I do not have enough pre-registrations to hold a blood drive and I need to cancel?**

Our vendors do not like to cancel blood drives, as they have committed the units to hospitals and the community. That being said, Versiti Blood Center, Vitalant and the Red Cross will work with you from the very beginning to ensure there is a plan in place to ensure success.

### **Can we team up with another building to host one drive together?**

Yes, you are more than welcome to partner with another building, an anchor tenant, etc.

### **How often can we schedule blood drives?**

The answer to this question is up to you and your property management team, but please keep in mind that individuals can only donate blood once every 56 days.