

## Recruitment activities: What makes a mobile successful?

A mobile is successful when our target for blood collections is met or exceeded. The following is a list of activities to be considered:

### Must Haves

- ✓ Set up meeting with teacher champion and volunteer committee to review this document;
- ✓ Review history;
- ✓ Confirm clinic location and ensure that your space (gym usually) has been booked for the time frame required. No practices before or after depending on clinic hours. Do you have a copy of the agreement for the space?
- ✓ Make arrangements for 14 tables, 100 chairs, 2 garbage cans and a recycling bin at the clinic site. Will the school supply tables and chairs or does Canadian Blood Services need to order?
- ✓ Supply school with volunteer list for them to sign up students for day of. Usually 3-5 people/hour needed. Canadian Blood Services usually supplies at least one trained refreshment volunteer;
- ✓ Confirm date for What's Your Type? (WYT) Blood typing session. Usually 4 weeks in advance;
- ✓ Supply school with volunteer list for them to sign up students for day of. Usually 1-2 people/hour needed. Canadian Blood Services usually supplies at least one trained WYT volunteer;
- ✓ Distribute / display all Canadian Blood Services Promotional Material (posters, fliers, tent cards) in partnership with corresponding businesses and partnering schools. Usually 3-4 weeks in advance;
- ✓ Need to make it FUN. Discuss challenges, contests, dress up, etc;
- ✓ Familiarize yourself with Canadian Blood Services materials; ask questions! Go on Blood.ca
- ✓ Remind of donor criteria, including the need to bring ID with them to your clinic and to eat
- ✓ Students and Teacher Champion arrive early to meet Canadian Blood Services staff. Usually 15 minutes prior to set up;
- ✓ Ensure entrance to unload is free of cars, snow and ice, etc;
- ✓ Canadian Blood Services staff to meet with volunteers 15 minutes prior to the clinic opening for instruction.

### Nice to Haves

- ✓ Drop off eligibility flyers/posters to corresponding businesses, partnering schools, community clubs;
- ✓ Send an invite to businesses and schools to come over. Have English or Art class create invite as a project (hard copy or email);
- ✓ Ask permission from school division to have all elementary schools send home a flier about the upcoming blood donor clinic.
- ✓ Ensure Blood Donor clinic and WYT date and time are on your Schools:
  - ✓ Front reader board
  - ✓ School Calendar
  - ✓ Website -Display pictures from event on your website and have our link available;
  - ✓ Newsletter
- ✓ Ask school to send home an Automatic Voice Message (AVM) to all families about event. Parents are invited and will also encourage their kids to donate;

- ✓ Is there a Mobile sign you can rent and put up in a high traffic area;
- ✓ Can you put your clinic on the local What's Happening Radio/ TV announcements;
- ✓ Send Direct Mail to postal codes in the area;
- ✓ Ad in the community newspaper
- ✓ Advertise about your school's blood donor clinic. Display pictures from event on your website and have our link available;
- ✓ Create a Facebook or My Space page and link Canadian Blood Services to it;
- ✓ Text information to your friends about facts or WYT, Shuttle or clinic dates;
- ✓ PR/Education Table (ballots, educational material, TV playing Blood 101, testimonials, etc.);
- ✓ Arrange for the school mascot to attend the clinic;
- ✓ Arrange for your school yearbook to take pictures of the events;
- ✓ Ask if there are any blood recipients in the school/area and ask permission to use their story? Encourage them to add their story to [www.thankyourdonor.com](http://www.thankyourdonor.com)

#### **Other ideas**

- ✓ Presentations (Canadian Blood Services Speakers Bureau has speakers available);
- ✓ Food donation for Refreshment on the day of clinic(s). Cookies, pop and juice are already included. Anything else you think you might be able to get donated and kids would like.

#### **Post Clinic/Wrap Up**

- ✓ Thank all donors and volunteers
- ✓ Make announcement about your clinic's success – share the good news in your school!
- ✓ Have a wrap-up meeting with your teacher champion
- ✓ Report any feedback/ suggestions, etc. to your Canadian Blood Services Rep