

Drive Coordinator Marketing Toolkit



What Is a Drive Coordinator?

You are, or can be, a drive coordinator. That means you are the point of contact in your organization who will help organize, promote and run a blood drive with Carter BloodCare. You are someone who makes saving lives a vital part of your own life.

Thanks to drive coordinators, and the donors they recruit, thousands of lives are saved in our communities and across Texas.

We can't thank you enough for hosting a blood drive and advocating for blood donations in your organization.

If you don't already have a blood drive scheduled, email us at bookablooddrive@carterbloodcare.org or call [817-412-5384](tel:817-412-5384). We will connect you with a consultant to guide you through picking a successful date and location.

Toolkit How To:

How You Can Help Give for Texans

There's room for everyone in our community to make a life-saving impact.

This guide will help your event succeed and save lives. Whether this is your first blood drive or you've served your community as a drive coordinator for years, the following materials are intended to make your event as successful as possible and ultimately help you save lives.

Our Mission Statement:

**We save lives
by making
transfusion
possible.**

Quick Links

WEBSITE

[CarterBloodCare.org](https://www.CarterBloodCare.org)

INSTAGRAM

[@CarterBloodCare](https://www.instagram.com/CarterBloodCare)

FACEBOOK

[@CarterBloodCare](https://www.facebook.com/CarterBloodCare)

LINKEDIN

[@Carter-BloodCare](https://www.linkedin.com/company/Carter-BloodCare)

TWITTER

[@CarterBloodCare](https://twitter.com/CarterBloodCare)

TIKTOK

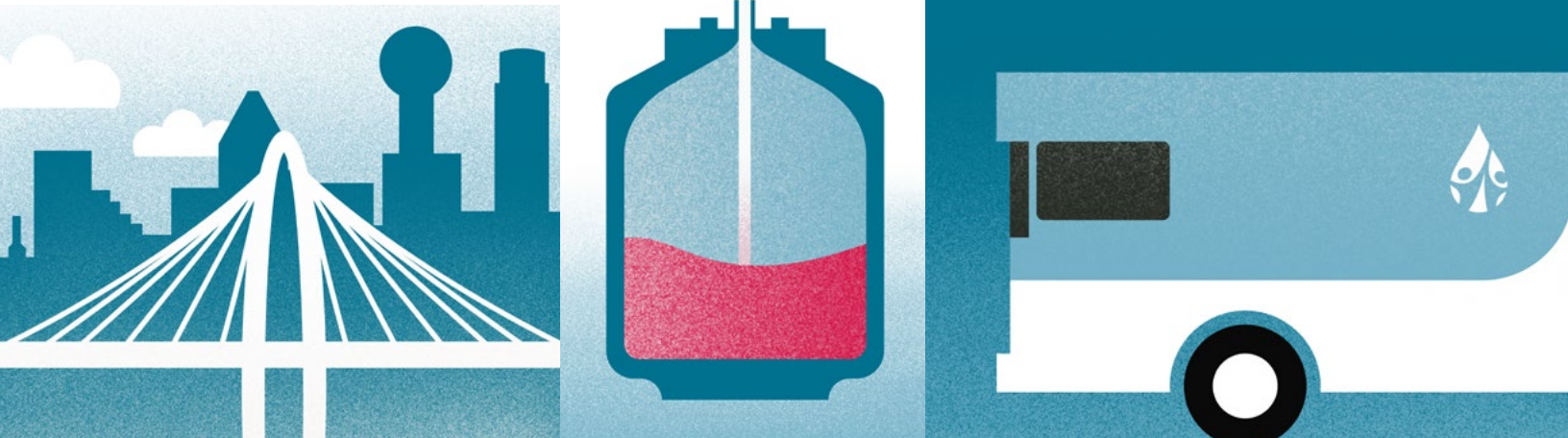
[@CarterBloodCare](https://www.tiktok.com/@CarterBloodCare)

SCHEDULE APPOINTMENT

<https://ww2.greatpartners.org/donor/schedules/zip>

DRIVE COORDINATOR PORTAL

<https://ww3.greatpartners.org/coordinator/authsignin>



Contents

Introduction

- [02](#) What is a Drive Coordinator?
 - [03](#) Toolkit How To: How You Can Help
 - [03](#) Quick Links
 - [04](#) Table of Contents
-

How to Host and Promote a Blood Drive

- [06](#) Guide on How To Host and Promote a Blood Drive
-

Images and Templates

- [09](#) Facebook Event Details
 - [10](#) Blood Drive Social Media Posts
 - [11](#) Social Media Posts
 - [13](#) Email Copy and Signature Graphic
 - [14](#) Email Template
 - [15](#) Thank You Email Template
 - [16](#) Text Copy
 - [17](#) Company Newsletter Template
 - [18](#) Flyer Templates
-

Additional Tools and Assets

- [21](#) Carter BloodCare Logos
 - [21](#) PR Contact and Newsroom Link
 - [22](#) Digital Assets
 - [23](#) Carter BloodCare Donor App
 - [24](#) Hospitals, High Schools and Churches
 - [27](#) Dedicated Coordinator Rewards FAQ
-



How to Host and Promote a Blood Drive



Guide on How To Host and Promote a Blood Drive

Hosting a blood drive allows you to get your whole organization or community together so you can make an even bigger impact in the lives of local patients.

Promoting your drive is key to the overall success and this toolkit was designed to help you spread the word! **So how can you effectively promote your drive?**

-
- #1.** Personally ask people to donate. When asked why people don't donate blood, the #1 reason they state is that nobody asked them.
 - #2.** Use social media and digital tools to expand your reach.
 - #3.** Create a committee of volunteers to help you organize tasks. Saving lives is hard work, and it's good to have help.
 - #4.** Take advantage of online appointment scheduling and automated reminders from the blood center.
 - #5.** Request support from organizational leadership.
 - #6.** Everyone enjoys a good social hour. Snacks and games can be an added draw to the blood drive.



Guide on How To Host and Promote a Blood Drive

(Continued)

Social Posts p. 10-12

Share the blood drive social media images and accompanying copy on your channels. Don't forget to tag us and include details like your drive, time, date, location and a link for donors to sign-up!

Facebook Events p. 9

There are so many ways to quickly and easily spread the word online. Facebook events are a great option and allow you to gauge interest and predict turnout with invites and responses.

Email p. 13-15

Spreading the word about your drive throughout your company or organization is easy via email. Check out the example copy for some inspiration and add in your own details. Just copy and paste.

Text p. 16

Send the info where everyone is already looking! Send a mass text with short and informative details that allows donors to easily be reminded from the palm of their hand.

Flyers p. 18-19

Whether you want to spread general awareness about the need for blood donations or provide detailed information about your upcoming blood drive, flyers are available for you to download and print.

Newsletter p. 17

Chances are your company or organization already has a newsletter. Whether it's digital or printed, incorporating the template can make sure the upcoming blood drive is top of mind.

Note: QR codes should only be used on printed materials.
For digital pieces, use hyperlinks.



Images and Templates

The following images are available to use to promote your upcoming blood drive.



Click Images
to Download

Facebook Event Details

Facebook events are an easy way to connect large groups and share event details. This is an example of how to utilize this tool when promoting your blood drive.

The image shows a Facebook event page for a blood drive. The header has a blue background with the text "Blood Drive" in large white letters, followed by "Schedule your appointment today." in blue. Below this, there's a calendar icon showing "15" and the date "THURSDAY, JULY 15, 2021, AT 7 AM CDT". The event title is "Carter BloodCare Drive" and the location is "Texas Health Southlake". There are logos for "Carter BloodCare" and "Give for Texans." with a Texas state flag. Below the header, there are tabs for "About" and "Discussion", and buttons for "Interested", "Going", "Invite", and a share icon. The "Details" section lists: 5 people responded, Event by Texas Health Southlake, Location: Texas Health Southlake, Tickets: www.ticketlink.com, and Public - Anyone on or off Facebook. A paragraph of text follows: "Carter BloodCare needs our help! They are low on every type of blood that is collected. Please consider donating a pint of blood to save up to 3 people's lives. Thursday, July 15, 2021 7:00 am - 4:30 pm 1545 E. Southlake Boulevard Carter BloodCare Bus Southlake, TX 76092".

Blood Drive
Schedule your appointment today.

15
THURSDAY, JULY 15, 2021, AT 7 AM CDT

Carter BloodCare Drive
Texas Health Southlake

About Discussion Interested Going Invite

Details

- 5 people responded
- Event by Texas Health Southlake
- Texas Health Southlake
- Tickets
www.ticketlink.com
- Public - Anyone on or off Facebook

Carter BloodCare needs our help! They are low on every type of blood that is collected.
Please consider donating a pint of blood to save up to 3 people's lives.
Thursday, July 15, 2021
7:00 am - 4:30 pm
1545 E. Southlake Boulevard
Carter BloodCare Bus
Southlake, TX 76092

Blood Drive Social Media Posts



Click Images
to Download

These images and accompanying copy are a great tool when creating a social media post about an upcoming drive or event. Make sure to tag us @CarterBloodCare in your caption!



Post Copy: We are hosting a blood drive with @CarterBloodCare! Join us on ____ from (time) to (time). The drive will be located at _____. Call _____ or visit _____ to schedule your appointment today.

Post Copy: Fellow Texans are counting on you! Join us and donate with @CarterBloodCare on _____. The drive will be located at _____ from (time) to (time). Call _____ or visit _____ to schedule your appointment today.



Post Copy: Patients in your community need you. Join us and donate at our blood drive with @CarterBloodCare on _____. The drive will be located at _____ from (time) to (time). Call _____ or visit _____ to schedule your appointment today.

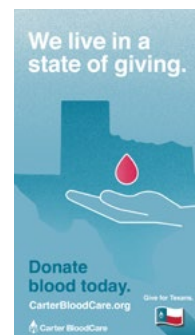
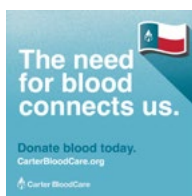
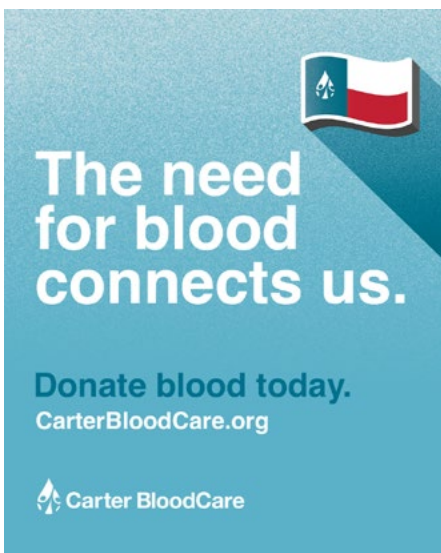
Post Copy: We need your type! Join us and donate at our blood drive with @CarterBloodCare on _____. The drive will be located at _____ from (time) to (time). Call _____ or visit _____ to schedule your appointment today.

Social Media Posts



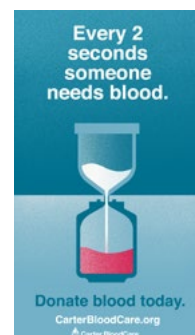
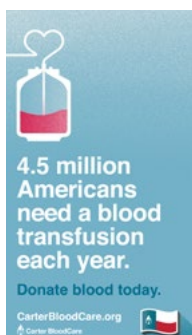
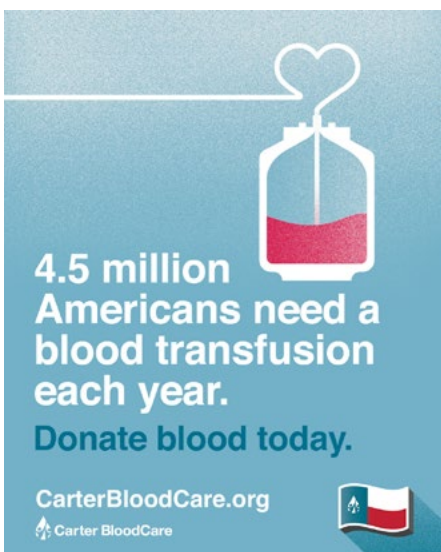
Click Images
to Download

The following images and accompanying copy are available to use to drive awareness. Make sure to tag us @CarterBloodCare in your caption!



Post Copy: When Texans donate blood we can make a life-saving impact across our communities together. Schedule your appointment with @CarterBloodCare today.

Post Copy: Donate blood and help save the lives of patients in our community. Schedule your appointment with @CarterBloodCare today.



Post Copy: The patients at risk could be a lot closer than you think. Schedule your appointment with @CarterBloodCare today.

Post Copy: The need for blood could be in your neighborhood. Schedule your appointment today with @CarterBloodCare.

Social Media Posts

(Continued)



Click Images
to Download



Post Copy: Becoming a regular blood donor is vital to saving the lives of fellow Texans. Schedule your appointment with @CarterBloodCare today.

Post Copy: If you are healthy and eligible to donate blood, you can make a life-saving impact in your community. Schedule your appointment with @CarterBloodCare today.



Post Copy: Join me and schedule your appointment with @CarterBloodCare today!



Click Images
to Download

Email Copy and Signature Graphic

Sending a companywide email is a great way to encourage employees and co-workers to attend an upcoming drive. If possible, it is best to be sent by the CEO or a member of upper management.

Blood Drive Email Copy

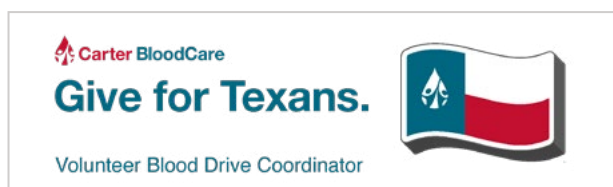
Donate blood. Save Texans.

Did you know that when you donate blood with Carter BloodCare, you affect the lives of your own friends, family, co-workers or neighbors? Carter BloodCare is the not-for-profit community blood center that serves North, Central and East Texas. It's important that we do our part in providing blood donations for patients in need. I hope you will join me and Give for Texans at our blood drive on _____. The drive will be located at _____ and appointments will be available from ____ to ____.

The more people who donate, the bigger the impact we make across the state. On behalf of myself, Carter BloodCare, and the patients who will greatly benefit from your blood donations, thank you for your commitment to helping fellow Texans.

(signature)

Optional Email Signature Graphic





Click Images
to Download

Email Template

This personal email template copy can be used when spreading the word about the importance of blood donations outside of your company or organization.

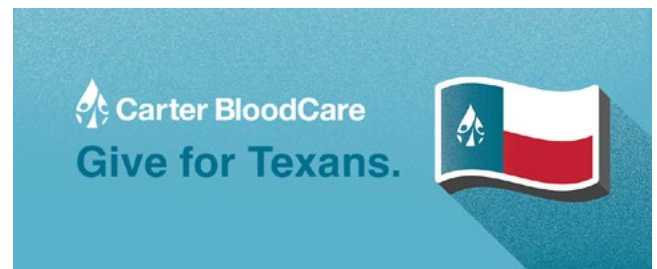
Promotion Example Copy

Texans need blood donations now.

Did you know when you donate blood with Carter BloodCare, your blood goes to a fellow Texan in need? Our community's blood supply needs blood donations, and patients need Texans like you and me.

Join me and schedule your appointment today by calling 817-412-5384 or visit CarterBloodCare.org to learn more about how you can give for your fellow Texans.

Email Header Image





Thank You Email Template

Subject: You helped save lives.

Thank you to everyone who donated during our Carter BloodCare blood drive on [DATE]! We had XX donors who helped save XX (3 times the units donated number) lives.

If you weren't able to attend our drive, you can schedule an appointment to donate at one of Carter BloodCare's 26 neighborhood donor centers.

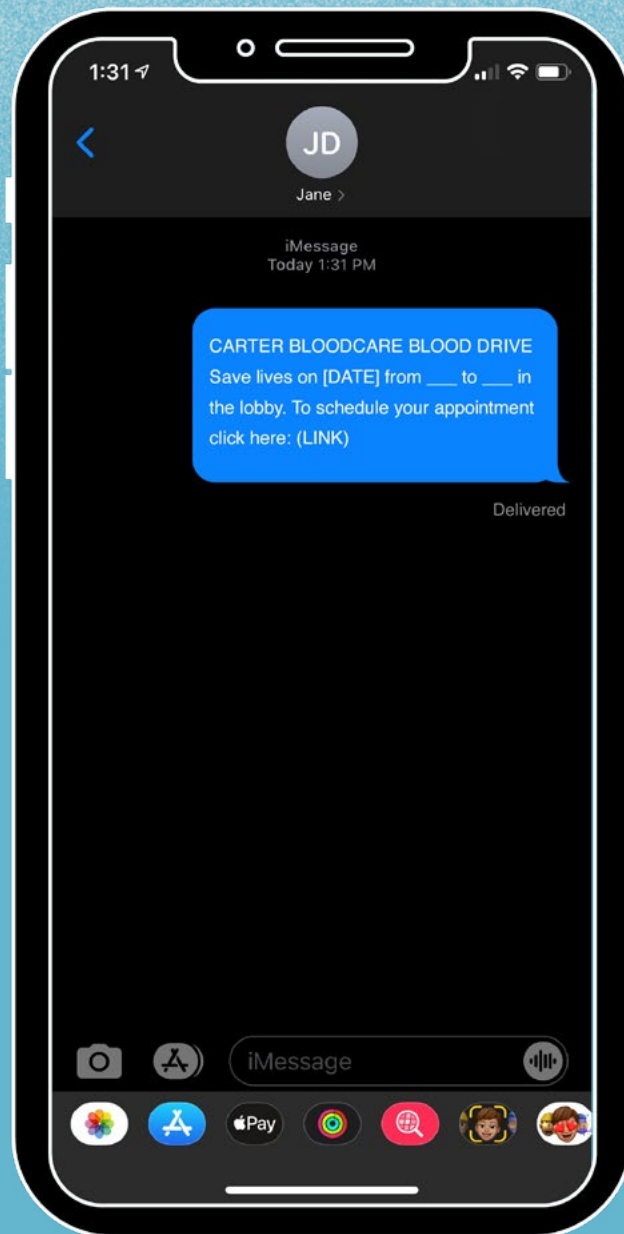
<https://www.carterbloodcare.org/locations/>



Text Copy

Send out a mass text and encourage friends, family, vendors and co-workers to sign up for your upcoming blood drive!

CARTER BLOODCARE BLOOD DRIVE
Save lives on [DATE] from _____ to _____
in the lobby. To schedule your appointment
click here: (Link)




Company Newsletter Template



Click Images
to Download


Most companies and organizations already create a weekly or monthly newsletter. This is an easy way to keep an upcoming drive top of mind.




Give for Texans with Carter BloodCare

This month we'll be hosting a blood drive with Carter BloodCare. The drive will take place on Tuesday, August 26, at 9:00am. Blood donations made with Carter BloodCare are used locally to save the lives of fellow Texans. Visit _____ to reserve your time slot today and #GiveForTexans.

Tuesday, August 26 9:00am-1:00pm	PHOTO ID REQUIRED
Location Title Room/Suite/Area Name 123 Main Street, Dallas, TX, 75204	Contact Firstname Lastname 555-555-5555 email@theinternet.com

 **Carter BloodCare**

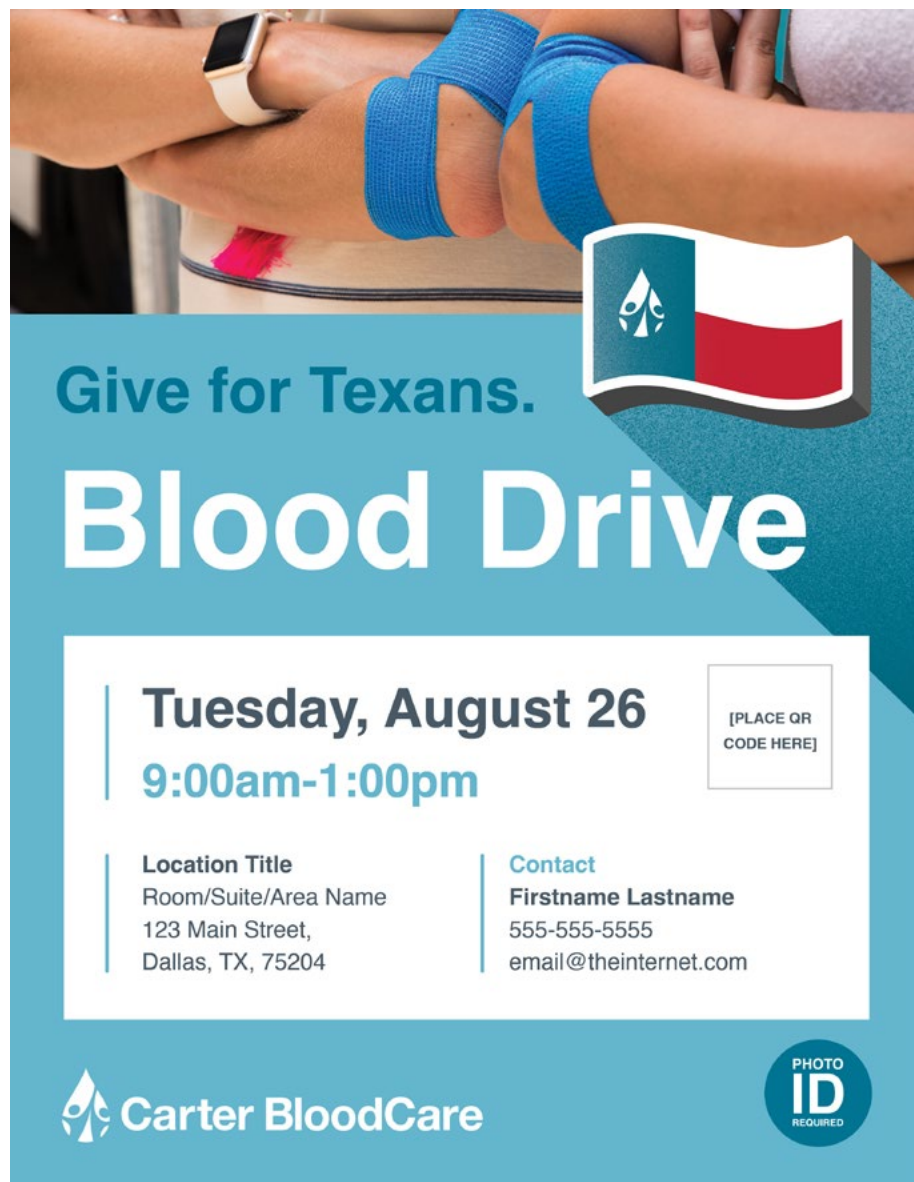
Give for Texans. 

Blood Drive Flyer Template



Click Images
to Download

These flyer templates are available for use with your blood drive information inserted. Include the QR code provided so people can easily sign up from their mobile devices.



The flyer template features a top section with a photograph of a person's arm wearing a blue blood pressure cuff and a white smartwatch. Below the photo is a blue banner with the text "Give for Texans." and a graphic of the Texas state flag. The main title "Blood Drive" is in large white letters. Below this is a white box containing the date and time "Tuesday, August 26 9:00am-1:00pm", a placeholder for a QR code, and contact information including location title, address, contact name, phone number, and email. At the bottom, the Carter BloodCare logo is on the left and a "PHOTO ID REQUIRED" badge is on the right.

Give for Texans.

Blood Drive

Tuesday, August 26
9:00am-1:00pm

[PLACE QR CODE HERE]

Location Title
Room/Suite/Area Name
123 Main Street,
Dallas, TX, 75204

Contact
Firstname Lastname
555-555-5555
email@theinternet.com


 **Carter BloodCare**

PHOTO ID REQUIRED

General Flyer



Click Images
to Download

Print this flyer to share with friends, family and co-workers to encourage them to schedule an appointment to donate blood.



**The need for
blood is local.**



Schedule your donation today.
Call or text 800-366-2834 or visit
CarterBloodCare.org for more info.





PHOTO
ID
REQUIRED



Additional Tools and Assets

Public Relations and Media

Carter BloodCare Public Relations Contacts

James Black
Public Relations Specialist
o. 817-412-5347
c. 682-288-1260
jblack@carterbloodcare.org

Carter BloodCare Newsroom

Visit our newsroom for the latest Carter BloodCare news and information across North, Central and East Texas.

<https://www.carterbloodcare.org/who-we-are/newsroom/>

Carter BloodCare Logo Files



Carter BloodCare



Tell Us Your Story

How have you, a family member or a friend been affected by the lifesaving gift of giving or receiving blood?

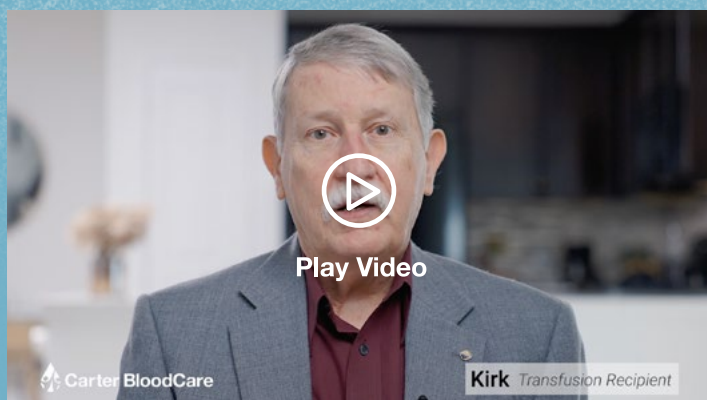
Carter BloodCare would love to hear from blood donors and transfusion recipients who care to share their stories. There's a nonstop need for blood and your words can inspire others to donate.
carterbloodcare.org/tellusyourstory

Click here for other [Carter BloodCare toolkits](#).

Digital Assets

Call-to-Action Videos

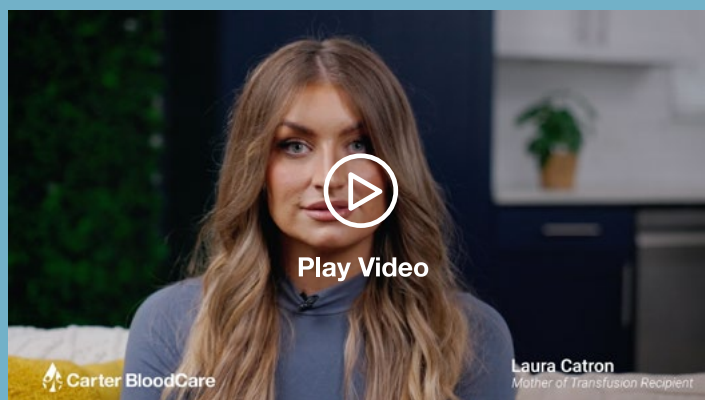
The following videos capture recipients and their families asking people to sign up for their upcoming blood drive. Share these videos during organization-wide announcements to spread awareness about your upcoming blood drive. You can add your blood drive date, time and how to sign up on a slide or graphic directly after the message.



Kirk's Story

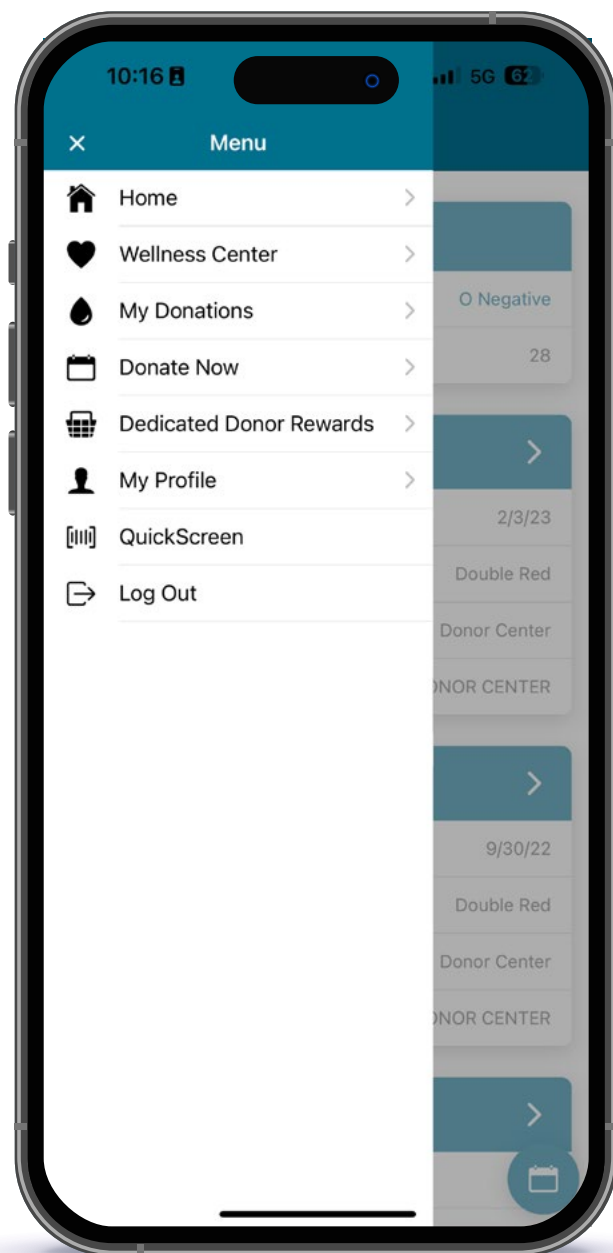


Lincoln's Story



Lola's Story

Carter BloodCare Donor App



Download the app today!

Donors can schedule appointments, check wellness results and order items from the Dedicated Donor Rewards store all from the Carter BloodCare App.



Hospitals

Host a Carter BloodCare blood drive at your hospital.

As your community blood center, we understand the importance of maintaining a steady blood supply. Hosting a blood drive at your hospital allows all employees to participate in one part of saving the lives of its patients.

1. Involve the CEO

When you get people of all levels involved in donating blood, more people are willing to give to be a part of the team and help those around them. Getting your hospital CEO or board involved will inspire others to do the same.

2. Create competition

Whether it's nurses versus surgeons or oncology versus cardiology, get every department involved to see who can donate the most blood. By adding a little fun competition to the occasion, more staff members will be willing to give their time and blood.

3. Promote to visitors

We will provide printed materials that you can hang throughout the hospital to spread awareness about your upcoming blood drive. These could also be handed out to visitors and volunteers to give them a chance to give life at your hospital.

4. Showcase the importance

There is a constant need for blood. By showing staff members, visitors and everyone at your hospital the impact they can make, your hospital blood drive can be a success. Real patient stories can be a big inspiration.



High Schools

Host a Carter BloodCare blood drive at your school.

Twenty-five percent of the local blood supply is collected at blood drives hosted by high schools such as yours. Teach your students the value of giving life to their community and give them tools to be leaders for life.

1. Great Leaders Initiative

Our half-day workshop for area students teaches them the importance of blood donation, provides an inside look at how the blood banking industry works, and gives students experience in organizing and running their own blood drive.

2. Honor Cord Program

Students who participate in two or more blood drives during their senior year receive a red cord to wear at graduation.

3. Junior Leaders Program

For students in elementary and middle school, the Junior Leaders program gets students involved in spreading awareness about blood donation through recruiting others for their school's drive.

4. Great Grants Program

By meeting certain criteria, your school has a chance to win a grant from the Carter BloodCare Foundation.



Places of Worship

Host a Carter BloodCare blood drive with your spiritual organization.

Give life to your community and enjoy your faith message with a lifesaving blood drive. With Carter BloodCare, it's easy to bring the message of helping others to life at your place of worship.

1. Get your spiritual leader involved

Your leader's words inspire the entire group. By getting them involved by mentioning the blood drive during services, you allow everyone to hear of your upcoming drive and find inspiration to give life to their community.

2. Hand out flyers

We will provide you with printed marketing materials that make it easy to promote your blood drive. Place flyers throughout your places of worship, hand them out as worshipers arrive, or have them posted in the seats in order to raise awareness and get others excited to give.

3. 1:3

For every blood donation, up to three lives are saved. This gives you the opportunity to reach even more people and give them something more valuable than you could imagine.

4. Give in a time of need

In the summer months and during holidays, we struggle to have enough blood on the shelves to save lives in our community. By committing to host blood drives during these times of need, you make it possible to help people throughout the community.

Dedicated Coordinator Rewards

Frequently Asked Questions

- 1. What is Dedicated Coordinator Rewards?**
Dedicated Coordinator Rewards is our small way to show appreciation for your impact in the community. Coordinators earn points with each drive hosted and can redeem for rewards.
- 2. How do I sign up for the program?**
You are automatically in the program after hosting your first blood drive! You do not need to register. Just log in to your coordinator account at CarterBloodCare.org to see your points and available rewards.
- 3. How do I access the coordinator online store?**
Log in to your coordinator account at CarterBloodCare.org and then click Online Store.
- 4. How do I create an account?**
If you need assistance logging in or creating an account, please contact your consultant.
- 5. After I host a drive, when will my points appear?**
It may take 48-72 hours for points to show up online. If you do not see your points listed five days after your drive, please contact your consultant.
- 6. Do my points expire?**
All points earned in a calendar year will expire at the end of February the following year. For example, all points earned from January 1 – December 31 will expire the following February 28.
- 7. Can I donate my points back?**
Yes! Donating your points back to Carter BloodCare is a great way to help further our mission.
- 8. Can I transfer my points to someone else?**
Points cannot be transferred or combined with a family member, friend, or another drive coordinator.
- 9. How will I receive my e-gift card(s)?**
Once an order has been submitted you will receive your e-gift card within 72 hours. Your e-gift card will be sent to the primary email listed on your coordinator profile.
- 10. Can I combine my donor points with my drive coordinator points?**
No, you are unable to combine your points.



Thank you, Texans!

From all of us at Carter BloodCare, thank you for being a committed blood drive coordinator and for making an impact on the people in our community who need it most. We hope you find these materials helpful in your efforts to spread the word about the need for blood across Texas. If you didn't find what you were looking for, please contact us at marketing@carterbloodcare.org

If you are ready to sign up to host a blood drive, please email bookablooddrive@carterbloodcare.org

