



## **Request for Proposal Non-Profit Organization Projects - 2013**

Organization: American Red Cross of Central Ohio

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Organizational Mission: Creating new opportunities for people to give blood and blood components so it is there each day when people need it. This will be accomplished through recruitment, scheduling, education, and involvement of volunteer and paid staff in a cost effective manner. while demonstrating an attitude of caring for each customer.

Proposed Project Title: 2013 Class to coordinate a blood drive from start to finish.

Proposed Project Summary/Scope of Work: The American Red Cross is the largest supplier of blood in the United States. Our region collects blood from 27 counties in Ohio. We distribute blood products to 42 hospitals in our region which includes several level one trauma centers. On an average, we need 800 volunteers to ensure that the blood is there for those in need. This is your opportunity to make a difference in someone's life. Consider hosting and coordinating a blood drive in Downtown Columbus. There are several facilities in the area, that would be an outstanding location such as, Vets Memorial, COSI and Arena area. Downtown Columbus is a central location which will be convenient for donors who are coming from all over the city. Parking is easily accessible at these locations.

Overall goal: design, implement and market the entire blood drive process To begin the process, there will be preliminary information to research: Investigate the donor base that will be targeted. Select a mutual goal for the blood drive - this is the productive number of units to collect. Secure a date, location and time of the drive. (our drives are 6 hours in length) This is a great opportunity to be very creative and have a theme for this blood drive. The process to donate blood takes 1-1.15 for the entire process. There is an 800 number to call to determine if you are eligible to donate. There are many reasons that a donor can be deferred. The American Red Cross can provide all of the marketing materials to help get with word out.

Project Deadline Requirements: This will be developed by the committee. We have standard timeline procedures that must be completed by a certain date from the actual blood drive date. More details can be shared once the date is set. The final outcome is to reach our proposed and final goal of the blood drive.