

HOW TO GUIDE: Blood Drive for HHT

AN INTRODUCTION: Peer-to-Peer Fundraising

Our definition of peer-to-peer fundraising is simple: to empower your friends, colleagues, family, neighbors, and others (aka your peers) to support you and your efforts in raising money for a good cause, like HHT!

It's not submitting grants or asking businesses to sponsor an organization (although those are good too!). This type of fundraising is all about the personal connection between you and your people, what they can do to support you and this cause.

A huge benefit of peer-to-peer fundraising is that it actually does an incredibly awesome job about spreading awareness. Awareness is a key piece to any organization's mission, and Cure HHT is no exception. At the core of our work is making our world more aware of HHT. We want patients and medical professional to recognize the signs and symptoms of HHT. The more people who know about HHT will mean that more people can get tested, treated and hopefully one day, live their lives without fear of HHT.

HOW TO START: Blood Drive for HHT

We strongly recommend contacting the American Red Cross to host a blood drive, and using their tools to ensure that you have everything you need. Visit <https://www.redcrossblood.org/hosting-blood-drive> to learn more.

1. Decide where and when you would like to host the blood drive. If you are not sure the best location to host a blood drive or time of year, contact us at events@curehht.org!
2. Set a goal for how many people you want to participate and how much you want to raise for Cure HHT. Blood drives typically do not cost money, so we recommend having a suggested donation for participating in a blood drive. A webpage to collect donations is always helpful! If you need help creating a webpage to collect donations, contact us at events@curehht.org!
3. We strongly recommend contacting the American Red Cross to host a blood drive, and using their tools to ensure that you have everything you need to
4. Pick the right space for the blood drives. The best locations are ones that are large enough to provide adequate confidentiality, are clean, cool and easily accessible, as well as have ample parking and restrooms. Check out your local recreation centers, gymnasiums, schools and auditoriums as potential locations. If you don't have an adequate location, we recommend contacting the American Red Cross to see if a blood donation bus is available.
5. Promote your blood drive and recruit donors! Invite people to participate via mail, email and social media to get the word out.
6. Share key updates and milestones about your race to generate buzz about the event! If you feel comfortable doing so, feel free to also share your personal journey with HHT, and include how Cure HHT has helped you and your family. Contact us at events@curehht.org if you need help crafting your story.
7. Create a checklist leading to blood drive, and recruit volunteers to help before, during and after the event.
8. Think of extra elements that will be fun for the participants. This could be gift bags, prizes and giveaways, special food or drinks. Please check with the American Red Cross first for approval before adding anything to your blood drive.
9. Have a great event, and know that your efforts raised awareness and important funds for the HHT community!

TIPS AND TRICKS: How to Maximize HHT Awareness During Your Blood Drive

Here are a few ways that we know will lead to success:

- Have HHT materials on hand to educate blood donors and spread awareness about HHT
- Say thank you to everyone who attends and donates, and include how their support will change the future of HHT for your family, as well as the countless others around the world