

Opening a Bone Marrow Donor Walk-In Registration Site – A Brief Overview

Our organization depends upon volunteers, not just as bone marrow donors, but as advocates for the process of donation and champions for joining the Registry. Thank you for your support in bringing hope and life-saving treatments to patients in need of transplantation.

A walk-in site is the more permanent, lower-maintenance sibling of the recruitment drive. These are consistent locations where DoD-affiliated community members can enroll in the bone marrow registry at their convenience.

Support

- Opening a walk-in site should cost you nothing but time and effort. We provide the necessary guidance and materials.
- The very first step in the process is to secure permission from your Command. We can supply template letters to assist with your request.

Logistics

- Walk-in sites are the most flexible and customizable of the recruitment options, but there are a few general guidelines you will want to observe.
- While most volunteers simply open a site where they are – in an office, a lab, a garage – you should choose a location that registrants can easily visit. Consider security levels and access, hours of operation, parking, etc.
- You will determine and set your own hours, but make them practical for both you and the registrants. Hours should be easy to remember (Example: Mondays from 8 to 6) and consistent from week to week. If you do not work consistent hours, consider simply posting as “by appointment” with your contact information.
- Be realistic when integrating volunteer tasks with your workload. Avoid setting your open hours very early or late in the day, or during your “rush” hours.

Education

- Your goal should be recruiting donors who are well-educated and firmly committed to the donation process. One informed, dedicated donor is worth more than a hundred half-hearted ones (who do not follow-through when they are contacted as a match for a patient).
- Education is most effective when it is both sustained and layered – offering learning opportunities in multiple different formats at different moments across time. Work with your installation Public Affairs Office and facilities manager to develop a network of notifications points, which might include fixed or digital signage, notices in newsletters or on marquees, stories sent to radio or news outlets, or messages sent periodically by email or social media.
- You get out what you put in. The number of registrants enrolling at your walk-in site will be a direct product of the amount of effort you put into your educational and promotional activities.

Contact our Recruitment Department at recruiting@dodmarrow.org or 1-800-MARROW-3, x223.

Our staff will provide the resources you need to approach your installation Command.

We will also help you assess your resources, estimate your goals, and plan your event’s next-steps.

