HOST A DRIVE

Registration Drive Planning Toolkit

Everything you need to run a successful bone marrow registry drive - from first planning meeting to follow-up.

A registration drive is an event where you help people join their national bone marrow and blood stem cell donor registry. The Jada Bascom Foundation is a registry referrer: we educate your community and connect each person to the right registry for their country. Most people can join online in about five minutes, and the registry (in the U.S., NMDP) mails a simple cheek-swab kit to their home. For in-person swabbing at your event, partner with NMDP / your national registry, who supply the kits and handle processing.

Your one job at a drive

Get people to the registry sign-up and answer their questions honestly. You are not collecting medical information or running the registry yourself - you are opening the door and pointing the way.

4-6 Weeks Before

- ☐ Pick a date, start time, and end time (2-4 hours works well).
- ☐ Confirm your venue and get any permissions in writing.
- ☐ Set a simple goal (for example, 50 sign-ups or 100 conversations).
- ☐ Recruit 3-6 volunteers and assign roles (greeter, educator, sign-up helper, wrap-up).
- ☐ If you want in-person swabbing, contact NMDP / your national registry to request kits.
- ☐ Download and print the promotional materials from the resource page.

2 Weeks Before

- ☐ Promote the event: social posts, community boards, local groups, email.
- ☐ Print posters, flyers, and table-tent signs; place the poster where foot traffic is highest.
- ☐ Confirm volunteer availability and share the volunteer instructions sheet.
- ☐ Prepare a device or two for online sign-ups (tablet or phone with the registry link).
- ☐ Print the QR code and test that it opens the registry finder.

1 Week Before

☐ Reconfirm the venue, tables, chairs, wifi, and power.
☐ Do a final volunteer briefing; review the talking points and myths-vs-facts sheet.
☐ Print the day-of materials: sign-in sheet, participant FAQ, thank-you cards.
☐ Send a reminder to everyone who said they would come.

Choosing a Venue

- High foot traffic: campuses, faith communities, employers, gyms, community centers, festivals.
- Room for a welcome table, an education table, and 2-3 sign-up spots.
- Reliable wifi or cell signal so people can complete the online registry form.
- Access to power for tablets and phones.
- A quiet corner for questions about eligibility or the donation process.

Volunteer Roles

- Greeter - welcomes people, offers the one-line ask, hands off to an educator.
- Educator - shares why the registry matters, uses the talking points and myths-vs-facts sheet.
- Sign-up helper - walks people through the online form or the swab kit, answers questions.
- Wrap-up - collects the sign-in sheet, hands out thank-you cards, tracks the count.

Day-of Checklist

☐ Arrive 45-60 minutes early to set up tables and signage.
☐ Set out the QR code, participant FAQ, and sign-in sheet.
☐ Give every volunteer a quick refresher and assign their station.
☐ Track sign-ups on the sign-in sheet as you go.
☐ Thank every participant and hand them a thank-you card with the follow-up link.
☐ Pack up, note your final count, and photograph the event (with permission) for follow-up posts.

After the Drive

- Report your results to the Foundation so we can celebrate and learn: jadabascomfoundation.org/contact.
- Thank your volunteers and your venue.
- Post a wrap-up on social media and tag the Foundation.
- Remind sign-ups to watch their mail for the swab kit and to complete it - a kit only counts once it is returned.

Quick FAQ

Who can join the registry?

Eligibility varies by country and registry. In the U.S., NMDP generally registers people ages 18-40 in good health. Point anyone with questions to jadabascomfoundation.org/can-i-donate and let the registry make the final call.

Does it cost anything to join?

Joining is free for the donor in most countries. Never collect payment from participants.

Does the Foundation run the registry?

No. The Jada Bascom Foundation connects people to their national registry and supports patients and families. The registry itself (NMDP in the U.S.) manages testing, matching, and the donation process.

What if someone wants to donate money instead?

Wonderful - send them to jadabascomfoundation.org/donate. Every gift helps us reach more potential donors.