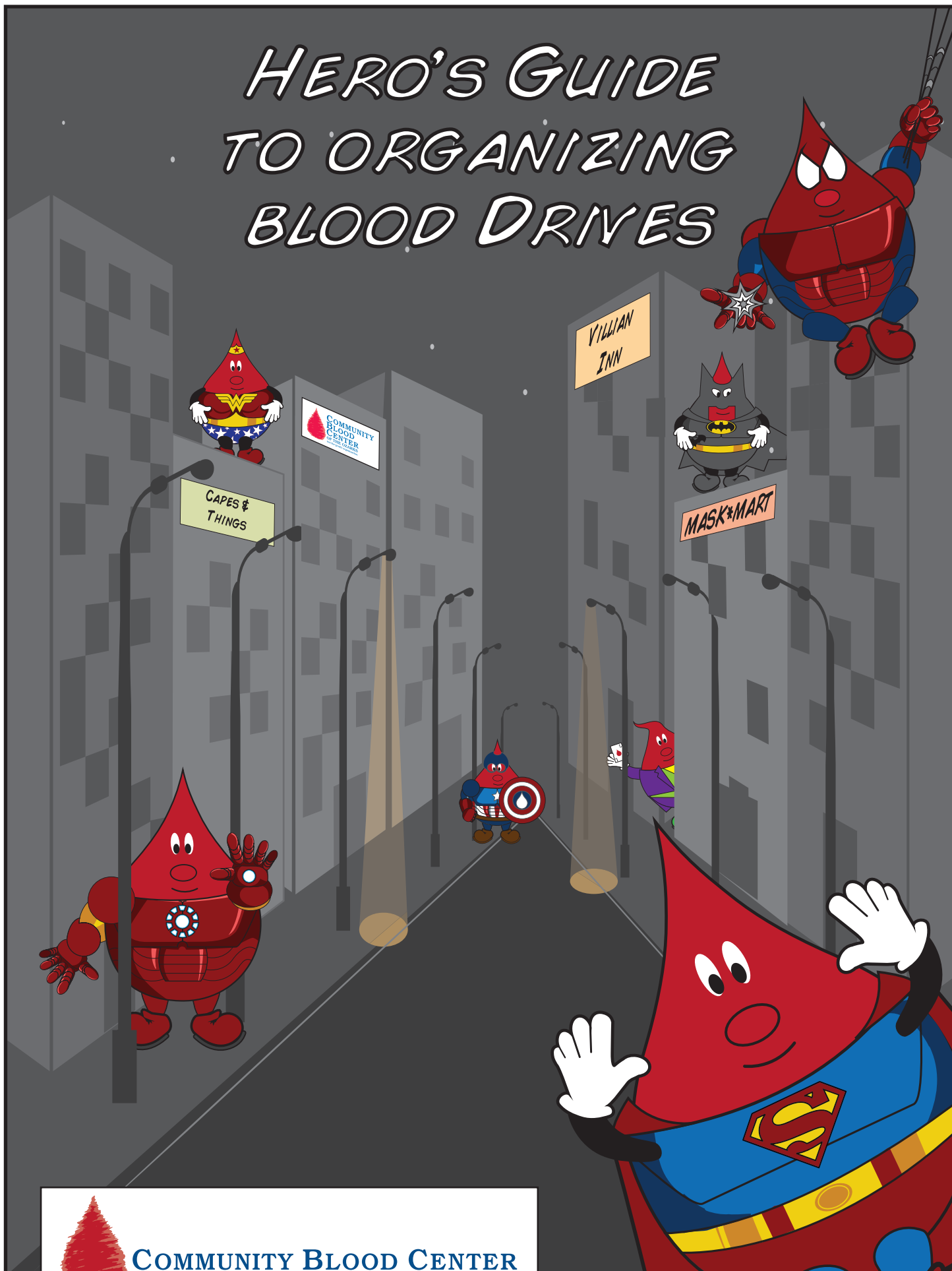


# HERO'S GUIDE TO ORGANIZING BLOOD DRIVES



COMMUNITY BLOOD CENTER  
OF THE OZARKS  
not-for-profit organization



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# Shot While Serving: Springfield Police Officer Requires 20 Units of Blood

On a daily basis, police officers go to work not knowing what is in store for them. They put their lives on the line to keep our communities safe. At 1:30 a.m. January 26, 2015, Aaron Pearson nearly lost his life while on duty with the Springfield Police Department.

He was shot in the head by a suspect while investigating suspicious activity behind a business on the north side of town. The bullet entered Aaron's head just below his left eye. It caused the loss of his eye, broke his jaw, and lodged in his brain. He was taken to Mercy Hospital in Springfield.

Amanda Pearson was rushed to the hospital and saw her husband briefly while he was prepped for surgery. "I told him, 'You've got to fight for your kids.' And they wheeled him away."

Aaron needed 20 units of blood during surgery. Thanks to generous CBCO donors, that blood was available when Aaron's physicians needed it.

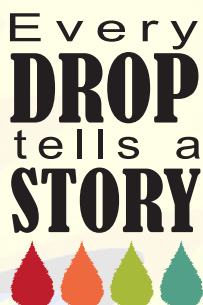
"I like to imagine the donors huddled around Aaron, giving him their blood," Amanda said. "I can just imagine him lying there and 20 people circled around him, giving. That's pretty powerful because they had no idea who he is or where it's going, but they give anyway."

Initially, Amanda was told that Aaron would probably not survive. Then she was told he would never talk again, and he would have weakness on his right side which could impair his ability to walk. Not only did he survive, but Aaron talks and walks. He reached recovery milestones faster than expected, due in part to his excellent physical condition prior to his injury and his competitive nature. Aaron, who retired from the police department in July of 2015, continues to improve.

The Pearsons are grateful for the support shown by the Springfield community and for CBCO donors. "They didn't have to give blood, but they did anyway. You helped save my husband – something I will be forever grateful for."



Just one week shy of his third anniversary with the Springfield Police Department, Aaron Pearson was shot while in the line of duty. The 20 units of blood that he needed during emergency surgery were available thanks to generous CBCO donors.



# Graduate With Honors

## How your school can graduate with honors

High school students represent the volunteer blood donors of the future. By choosing to roll up a sleeve, students begin a lifesaving habit that will last a lifetime. Community Blood Center of the Ozarks recognizes the importance of this decision and has developed a multi-level program to support high schools in our mutual efforts to serve the community.

Our Graduate With Honors program consists of four primary components. We invite you to take a moment to learn just how your school can graduate with honors!

### Leadership Workshop

CBCO Leadership Workshops are designed to educate student leaders, faculty, and drive sponsors about the importance of blood donation. At the start of each school year, student leaders from across our area come together to participate in a half-day of fun and productivity aimed at teaching the basics of hosting a blood drive. The workshops provide opportunity for interaction with students from other schools, brainstorming new ideas while having a good time.

Leadership Workshops take place in five different communities, with one sure to be convenient for you and your students. Registration can be completed online at the CBCO website.



### CBCO scholars

CBCO recognizes the critical role that high schools play in supplying blood for patients in our area. In recognition of that support, we have partnered with area hospitals to fund a scholarship program for high school seniors. High schools that host two or more blood drives per year are eligible to receive \$500 in scholarship funds to provide to students of their choice. Please share this opportunity with students and school administration.

### Summer school

The need for blood doesn't take a summer vacation – in fact, the summer months represent a time of year with frequent blood shortages. To help avoid shortages, CBCO offers a very special summer school opportunity.

From May 15 through August 31, participating schools will compete for one of three \$1,000 grants to be used as they choose. During this time, three schools will be recognized for their achievements in these categories:

- The highest number of registered donors for the summer
- The greatest percentage increase in registered donors over the summer\*
- The highest percentage of donors based on the eligible school population ^

\* This category requires holding a summer drive in the previous year to qualify.

^ The eligible school population is defined as sophomore, junior, and senior classes.

The CBCO Graduate With Honors program offers Ozarks-area high schools the opportunity to have fun while saving lives, and so much more. It is about supporting the community where we live. It's about forming bonds and friendships that can last a lifetime. Most importantly, it is about learning how a few moments of time can have a lifelong impact on the lives of others.

## Graduate With Honors with Community Blood Center of the Ozarks!



# Ten tips to prepare yourself for a successful donation!

Giving blood is a healthy and safe way to have a positive effect on your community. There are several things you can do before, during, and after you give that will help to ensure a pleasant experience.

**1. Drink plenty of water the night before and morning that you donate.** The leading cause of faintness and dizziness is a drop in blood pressure. Getting lots of water into your body helps keep your blood pressure up. Don't drink caffeinated drinks, however, as they actually cause your body to expel water.

**2. Eat a good breakfast on the day of the drive** to help keep your blood sugar up. This will help you feel better after you donate blood and ward off any light-headedness. If you think you might be nauseous during donation, don't eat immediately before your appointment.



**3. Eat iron-rich foods for a couple of weeks before your appointment.** Some good examples include spinach, whole grains, eggs, and beef. Also, Vitamin C helps increase iron absorption. Your iron level will be tested before you donate to protect you from donating blood you really need, and to ensure that recipients receive a potent product.

**4. Take a deep breath before the needle goes in.** Don't hold your breath. Keep breathing. Most donors agree that the needle stick really doesn't hurt much at all. Most people look away when the needle is about to be inserted. Expect a slight stick and a sting. If you experience pain beyond that, tell your donor specialist immediately.

**5. Relax.** Nervousness can also cause your blood pressure to drop and lead to dizziness. Instead, find a way to distract yourself. Talk to the person taking your blood if it will help you feel better. Chew gum, sing a song, recite something, contemplate the outcome of a book you're reading or a TV series you follow, listen to some tunes, or just think about the lifesaving end result of your donation.

**6. Have a snack after the donation.** A salty or sweet snack and some water or a sports drink will help your body to replenish itself more quickly.

**7. Rest for a few minutes.** Let your body adjust a bit before rushing off to the rest of your day. Plan to spend 10 to 15 minutes in the refreshment area. If you begin to feel light-headed, put your head down on the table or lie down on the floor. An attendant will get to you immediately.

**8. Eat a meal high in protein after your donation.** Treat yourself. You've earned it. You should also eat some vegetables and be sure to drink plenty of water. All these things will help your body replace the blood that you have donated.

**9. Avoid heavy lifting for the rest of the day.** This includes weightlifting at the gym, as well as working at any job that requires heavy lifting.

**10. Avoid strenuous exercise for the rest of the day.** Don't go running, dancing, or bicycling until tomorrow. You've done enough for today. You helped save multiple lives!

# Overcoming objections

The number one reason that people do not donate blood is simply that they've never been asked to do so. As student blood drive leaders, your job is to actually ask people to give. You'll also be handling questions about blood donation. When you do, you're likely to hear all sorts of reasons people are either a bit reluctant or completely unwilling to give. Here are some common objections, and what you might say to win a potential donor over.

## **"I don't like needles."**

Most people do feel a bit of nervousness about blood donation. Most also say after their donation that they're sorry they waited so long. Blood donation is a momentary discomfort for the donor that can provide a lifetime of a difference for a patient. Tell the potential donor that they don't have to look. Tell them you'll be there with them for moral support. Tell them how good they'll feel after they save someone's life.

## **"I'm afraid it might hurt."**

Most donors report little or no pain during the donation. There is a slight stick and a sting as the needle is inserted, but that quickly fades away. The actual donation time is only a few minutes. And, although there may be some slight and temporary discomfort, the warm, lifesaving feeling you'll get after you give makes it all worth it.

## **"I can't give because I'm on medication."**

In nearly all cases, medications will not disqualify you as a blood donor. As long as you are healthy and the condition is under control, you probably will be able to donate. Refer to the medication information on page nine of this publication for answers to some commonly asked questions about health issues and medications related to blood donation.

## **"I'm afraid I might pass out."**

The vast majority of donors experience no problems when they give. Most post-donation problems can be avoided by eating right and hydrating yourself before and after the donation takes place.



## **"I don't have time."**

We all lead busy lives. But when you consider the lifesaving impact that blood can have, the time spent is well worth it. In less than an hour, your donation can have a profound effect on others. Would you take an hour out of your day to save lives?

## **"I had a bad experience the last time I donated."**

Again, most times the donation goes smoothly. But a very small percentage of donors may experience some bruising or discomfort. This is a VERY rare occurrence. If a donor takes part in the right preparation (hydration, diet, etc.), their donation experience should be a smooth one.



# The Community Blood Center Difference

## What is a “community” blood center and how is it different from national blood agencies?

The main difference lies in the patients we serve. Community Blood Center of the Ozarks (CBCO) is committed to providing blood and blood products to hospitals and patients in a 39-county region of southwest Missouri, northwest Arkansas, and southeast Kansas. Other agencies have a national focus, meaning that locally donated blood is sent to other parts of the country. CBCO is a member of America’s Blood Centers, an association of independent agencies that provide more than half of the nation’s blood products.

No other organization serves LOCAL interests FIRST. Neighbors helping neighbors is how we give life to our community!

## Do other blood centers supply our local hospitals?

No. All of the blood products transfused in our area hospitals come from donors who give to CBCO.

## As long as it is helping somebody, why does it matter where I donate?

Hospital patients in our area depend on CBCO donors to provide them with the blood they need to recover from injury or illness. When you give to CBCO, you’re helping your friends and neighbors – literally giving life to your community.

Giving blood to an agency that ships it elsewhere could harm local patient care, as well as cause confusion about who supplies our area hospitals. Each day, around 225 donations are required to take care of local patients’ needs. Those patients deserve the full support of all area residents. They are counting on it.

## What happens if CBCO doesn’t have enough blood for our hospitals?

Our affiliation with America’s Blood Centers allows us to request assistance any time we need it. The network affiliation provides us with a safety net for local patients, as well as an opportunity to distribute excess donations so that not a drop of blood is wasted.

## Is CBCO a non-profit organization?

Yes. As a 501(c)3 not-for-profit organization, Community Blood Center of the Ozarks provides blood at the lowest reasonable fee. In fact, our service fees are among the lowest in the nation, saving the community millions of dollars each year.

## Our Mission

Our mission is to provide a quality blood supply, in a timely manner, at the lowest reasonable fee, while remaining accountable to the local community, blood donors, and health care providers.



# 16-year-old donors

## Information for your blood drive

Each year, more than 17,000 blood donations are given by Ozarks area high school students. These young donors have an incredible lifesaving impact on local hospital patients. When it comes to saving lives, high school students lead the way!

With signed parental consent, 16-year-olds may donate blood at CBCO blood drives. **The consent form must be provided by CBCO.** Those forms should be available from your drive coordinator. You may also download and print the form by visiting our website at [www.cbco.org](http://www.cbco.org). Please call us at 1-800-280-5337 for more information.

The following will provide some tips for recruiting 16-year-old donors at your blood drive.

- 💧 Dedicate some recruiters to reach out to the 16-year-olds. This group of donors will require more education about donation in general, and about how to complete the parental consent form.
- 💧 Set a deadline for returning the consent form of at least one week prior to the blood drive date. That way, if some students who have signed up to give don't return their forms, they will have time to get it signed and returned before the drive.
- 💧 Have the office make announcements for three days before the consent form deadline – reminding students to have them signed and returned.
- 💧 Make sure the students understand that they must have the consent form in order to donate blood!
- 💧 Let students know that if they misplace their copy, they can download the consent form at our website – [www.cbco.org](http://www.cbco.org). (Click **Facts**, then **High Schools**. The consent form link is in the last bullet on the page.)
- 💧 Remind all students to eat and drink well at least two hours before donating blood.
- 💧 Set up a separate registration area for 16-year-old students. Assign two students to attend this table to give the students their consent forms (which they turned in the week before) and to verify that they have appropriate identification and proof of age.
- 💧 Provide some special recognition for the 16-year-old donors. Let them know what a lifesaving difference they're making!
- 💧 All students must provide photo identification when donating. A driver's permit or license, state ID, or student ID will all work. Following the first donation, a CBCO donor card may be used for identification purposes, but a photo ID is still required.

# Consent form for 16-year-old donors

Please print in ink.

Minor's Name (print)

## Community Blood Center of the Ozarks Parental Consent for Blood Donation This form is required for blood donation by 16-year old donors

Date of Birth

Dear Parent and/or Guardian,

Your child has expressed an interest in donating Whole Blood or an Apheresis Procedure using automated technology. Examples of an automated procedure may include Platelepheresis, Plasmapheresis or Double Red Cell collection.

State law requires written consent by a parent or guardian for 16 year olds to donate. They must also meet other blood donation requirements before donating. Please be assured that every blood donor is thoroughly evaluated prior to donation to ensure that they meet these requirements.

Giving blood is safe, easy, and rewarding. Complications like fainting and bruising occur, but are not frequent. More serious complications such as nerve or artery injury from the needle are rare. For blood drawn with automated technology, tubing sets may be subject to occasional failure which could result in loss of blood or the introduction of air into the tubing set. Additional side effects may include an unpleasant taste in the mouth, tingling of the lips and fingers, and allergic reaction including hives.

A photo ID and proof of age are required for first time High School donors.

- Steps to the donation process include:
1. **Medical Evaluation** - ensures safety for both the blood donor and recipient. A series of self-administered questions will pre-qualify a potential donor. A short physical exam will record blood pressure, pulse, temperature and hematocrit levels. All donor information is kept strictly confidential.
  2. **Blood Collection** - Blood center staff will use only sterile, disposable equipment to draw blood. After the procedure is complete, the arm will be cleaned and bandaged.
  3. **Refreshment and Relaxation** - after donation donors are instructed to spend 15 minutes in the refreshment area. Snacks and drinks are provided to replenish fluid and energy levels.

**Please note:** To help prepare for donation, donors should eat a meal before donating and drink plenty of fluids 2 to 3 days prior to donating.

If you have any questions or concerns about blood donation, please contact us at 1-800-280-5337 or visit our website at [www.cbco.org](http://www.cbco.org) for additional information on blood donation and the positive impact it has on patients all across the Ozarks.

**Parent/Legal Guardian:** Please complete this section and sign in ink

I understand that my child will be notified by mail of positive test result(s) and for follow-up testing if necessary. Additionally, if blood tests reveal evidence of reportable infectious disease, I understand that the blood center must inform the appropriate governmental agencies and anyone else required by law.

I have read and understood the information provided on this form about blood donation. I give my consent for my minor child, who is 16 years of age, to donate his/her blood or blood components to Community Blood Center of the Ozarks.

This signed consent is valid for one year or until child turns 17, unless canceled by written notice from parent or guardian.

Signature of Parent/Guardian: \_\_\_\_\_

Date: \_\_\_\_\_

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# Can I donate blood today?

## Answers to commonly asked questions about health issues and medications related to blood donation

It is estimated that 60% of Americans are eligible to donate blood, but only about 5% do so. Donating blood is such an easy way to have a genuine impact on the lives of others.

In addition to the basic requirements, some medical conditions and prescription medicines may affect your eligibility to donate. Below is a listing of some common conditions and medicines, and how they relate to blood donation. This list is not all-inclusive. Some health conditions or medications may require further evaluation by CBCO staff. If you have a question regarding your eligibility and would like to discuss it with blood center staff, please call 800-280-5337.

### Donor Eligibility Information

Allergy, diuretics, diet medications	can donate
Antibiotics, injectable	14-day deferral
Antibiotics, oral for acne (non-penicillin derived)	can donate
Antibiotics, oral for infection	can donate after medication complete and free from illness
Blood Pressure Medication	can donate
Cancer	contact CBCO
Colds and flu	cannot donate
Diabetes, controlled	can donate
Flu Vaccine	can donate
Hepatitis B Vaccination	4-week deferral
Jaundice, before age 11	can donate
Malaria	3-year deferral, after successful treatment
Measles, Mumps, Rubella Vaccination	4-week deferral
Menstruation	can donate
Piercing, using single-use equipment in licensed facility	can donate
Pregnancy	six week deferral after delivery, miscarriage, or abortion
Surgery, without transfusion	can donate after release from physician's care
Surgery, with transfusion	1-year deferral
Tattoo, in licensed facility in MO, KS, AR (check with CBCO for info on other states)	can donate
Tranquilizers, over-the-counter pain relievers	can donate
Travel for more than 24 hours to area endemic for malaria	1-year deferral after return
Travel to Europe for five years or more from 1980 to present	cannot donate
Refer to our Travel Guidelines document for more information	

Do you still have questions? We have the answers to all of your donor eligibility concerns.

**(417) 227-5000 or (800) 280-5337**

# Blood Drive Tips for. . . High Schools & Colleges

So you've decided to hold a school blood drive? Great! This info should help you develop a successful campaign. The most important thing to remember as you take on this project is to have fun with it. You're helping to save the lives of your friends and neighbors. What could be better than that?

## Get organized and delegate

Organization is the main ingredient in ensuring a successful blood drive. It's important that all responsibilities are covered, and this is best handled by forming a committee.

- **The Blood Program Chairperson** is responsible for coordinating the entire program.
- **The Recruitment Chairperson** will organize a PERSONAL recruitment campaign to sign up blood donors.
- **The Publicity Chairperson** will prepare a creative and motivating publicity campaign. The goal is to use both the elements of education and fun!
- **The Recognition Chairperson** is responsible for thanking the donors and volunteers.

## Recruitment

Recruitment involves one-on-one contact with potential donors, actively ASKING them to donate and SIGNING them up to give blood. Both are important tasks. Directly asking donors gives them a chance to feel good about saying yes. It also adds a personal touch, and gives a potential donor the chance to ask questions. Signing up a donor commits them to the process and helps them to understand that they are needed. Here are some things that you can do to recruit blood donors:



- Set up sign-up tables before class, during lunch, or during activities. Make sure that you set up in high-traffic areas. Have volunteers at the tables to personally ask people to sign up.
- Divide and conquer! Take the number of signups you need and split the total between committee members. The number won't seem as large, nor will the task seem as daunting when you share the workload.
- Create a competition between groups. Class vs. class, group vs. group, boys vs. girls, etc. Competition brings out the best in all of us and adds another reason to donate!
- Ask a CBCO representative to come and speak to large groups about blood donation. Sign-up donors immediately following the meeting.
- Take a signup sheet to teachers and ask them to help you by signing up students in their respective classes.
- Ask each donor to recruit a friend or family member to donate. If they're excited about the opportunity, use their excitement to recruit more donors!



Publicity for your blood drive makes all the difference in the world. Although CBCO can provide you with an assortment of publicity materials, the best publicity involves people. Here's some ideas to get you started. Be creative!

- Involve as many students as possible. Perhaps someone with a talent in art can develop posters or themes. Cooking classes could make great cookies or cupcakes to offer as refreshments. Have someone in a leadership role wear a blood drop costume. Remember, involvement creates excitement!
- Use available technology to your advantage. If your school has the means to communicate to students through email or the Internet, do it. Spread the word about your blood drive on social media. If your principal uses morning announcements to inform students, ask if he or she can help. Have your school's radio or television station create a public service announcement. Ask for a public address announcement during sporting events.
- Notify the area media of your drive. You'll build pride for your drive within the community, as well as your school or university.
- Ask neighboring businesses to display drive posters or advertise on their outdoor signs. In most cases, you can recruit donors from outside your school or university.
- Hand out candy at signup tables. "Roll up your sleeve" with Tootsie Rolls, "Be a Lifesaver" with Lifesavers, or "Pull Together" with taffy. Food gets 'em every time!
- Distribute flyers and posters throughout high-traffic areas of your school or university.



Everybody loves a happy ending. It feels good to save lives through blood donation, but a well-placed pat on the back will recognize and congratulate donors on a job well done.

- Send thank you cards or emails to donors and volunteers.
- Create an honor roll. Display a list of donors in a prominent area of your school or university.
- Hand out awards, like a traveling trophy or plaque, to an outstanding group.
- Write a feature story about the drive and submit it to your student newspaper.
- Throw an "exclusive" party or event for drive participants.



#### Five Steps for a SUCCESSFUL BLOOD DRIVE

INFORM about the need for blood and the safety of blood donation.  
INVITE potential donors to give blood and be enthusiastic.  
COMMIT donors by scheduling appointments.  
REMIND donors of their appointments just prior to the blood drive.  
THANK every donor and volunteer.

# Blood Fun Facts

What month is declared National Blood Donor Month by the President of the United States?  
January

What animal is most often associated with blood banking?  
The vampire bat, which by the way, takes as long as 18 minutes to drink its fill of blood from a victim. A blood donation, on the other hand, takes about five to 10 minutes!



What country is reputed to have organized its military units by their blood types during World War II?  
Germany is said to have done this. Rommel's famed Afrika Korps is supposed to have been all Type A.



How many blood types do cows have?  
800 and possibly more.

How many red cells are in one ounce of blood?  
150 billion.

How many red cells are in one pint of blood?  
2.4 trillion.

How many red blood cells are manufactured each second by the human body?  
17 million per second, and up to seven times that amount when stress precipitates a need.

In a pregnant woman, at approximately what day of gestation is the first evidence of red blood cell production observed in the fetus?  
Day 19.

What country rewards its blood donors by giving a monetary contribution to a favorite charity in the donor's name?

Denmark, which is also the home of the original Boy Scouts organization. Giving blood is definitely a "good deed."

In what United States war were the first two transfusion events recorded?

In the Civil War, a syringed direct transfusion was successfully performed on two occasions. Since there had been no identification of blood groups at the time, the success of the transfusions would have to be attributed to luck rather than skill.

How many units of blood did President Ronald Reagan require after an assassination attempt in 1981?

Twelve total – eight units of red cells, three units of fresh frozen plasma, and one single donor unit of platelets.

What is the size of a red blood cell?

7 to 8 microns. A micron is one millionth of a meter.

When were the 4 blood types identified in humans?

In 1901, the four basic blood types were identified by Karl Landsteiner, dramatically improving the success of blood transfusions. The four types identified are A, B, AB, and O.

## Blood Biology

If you are injured and need a blood transfusion, what types of blood may you safely receive?

You can receive...

	O-	O+	B-	B+	A-	A+	AB-	AB+
If you are blood type...								
AB+	•	•	•	•	•	•	•	•
AB-	•		•		•		•	
A+	•	•			•	•		
A-	•				•			
B+	•	•	•	•				
B-	•		•					
O+	•	•						
O-	•							

Did you know that your parents affect your blood type?

Here's a couple of charts that show what type you may inherit and the blood types that you may receive!

If your parents are...

	AB	AB	AB	AB	B	A	A	O	O	O
You can be...										
AB	•	•	•	•	•	•	•	•	•	•
B	•	•	•	•	•	•	•	•	•	
A	•	•	•	•	•	•	•	•	•	
O					•	•	•	•	•	•



# DID YOU KNOW?

**Every five minutes, an Ozarks area hospital patient receives a blood transfusion supplied by a CBCO donor.**

**Blood makes up about 8% of a body's total weight.**

**It takes around 225 blood donations every day to meet the needs of Ozarks area patients.**

**You can donate whole blood once every 56 days.**

**A whole blood donation is split into three components (red cells, platelets, plasma) before it goes to the hospital.**

**That's why just one blood donation can save multiple lives!**

**People over the age of 65 use approximately 43% of all blood products.**

**Community Blood Center of the Ozarks is the sole provider of blood to our area hospitals.**

Throughout how many miles of blood vessels do blood cells travel?

**Approximately 70,000 miles of vessels every 20 seconds.**

What is the average lifespan of a single red blood cell?

**Approximately 120 days.**

What is the probability that an individual will use blood?

**If you live to the age of 72, there is a 95% chance that you will have a need for blood or blood products.**

The first authentic transfusion was recorded in England in 1665 when what animal was kept alive by transfusions?

**Man's best friend, a dog.**

Who performed the first modern transfusion?

**James Blundell, an English obstetrician, in 1818.**

Which former U.S. President is a multi-gallon blood donor?

**Jimmy Carter, who by the way, is Type A Negative.**

What is the origin of the red and white striped pole designating a barber shop?

**Barbers became known as professional bloodletters in the middle ages when bloodletting was a popular cure for many ills. Red and white barber poles symbolize the practice of hanging bloodstained bandages outside of their shops.**

What animal is depicted in a 17th Century painting as providing a direct transfusion to a man?

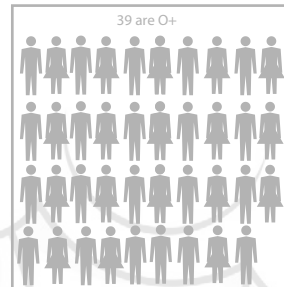
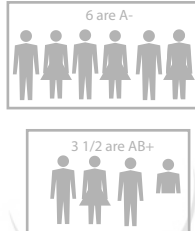
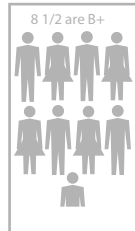
**A lamb. In 1667, Jean Dennis, physician to King Louis IX, transfused nine ounces of lamb's blood to a young man suffering from insanity. Both the man and the lamb died.**

On average, how many pints of blood are used each day in the U.S.?

**Approximately 32,000.**



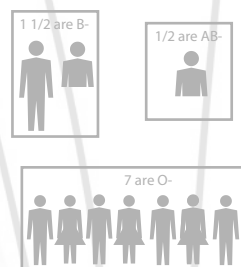
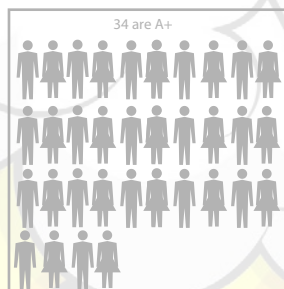
**AB** People with blood type AB-negative (1/2 % of the population) and AB-positive are potential universal plasma donors. This means plasma can be transfused to people having all blood types.



**O+** O-positive donors are needed more frequently than any other donor. Because O-positive is the most common blood type (39% of the population), it is needed more often by people requiring blood in hospitals.

Out of every **100** blood donors....

**AB+** People with AB positive blood comprise 3 1/2% of the population. People with this type of blood are universal recipients. This means that they can be transfused with any type of blood in emergency situations.



**O-** Seven percent of the population has O-negative blood. People with O-negative blood are potential universal red blood cell donors. This means that their red blood cells can be transfused to patients with all types of blood.

# Blood Drive Time Line

Here's what to do and when to do it during your blood drive planning process!

## Immediately

- \_\_\_ Confirm blood drive dates and hours with your CBCO Blood Drive Consultant
- \_\_\_ Check your organization's calendar to avoid conflicts with other activities
- \_\_\_ Reserve the blood drive site
- \_\_\_ Schedule recruitment presentations
- \_\_\_ Enlist committees to help with donor recruitment

## Six Weeks Before Blood Drive

- \_\_\_ Confirm location with CBCO Blood Drive Consultant
- \_\_\_ Hold committee meeting to establish target dates and answer questions

## Four Weeks Before Blood Drive

- \_\_\_ Recruitment committees meet to discuss location of appointment sign-up tables and hours
- \_\_\_ Review donor prescreening and 16-year-old donor requirements
- \_\_\_ Contact CBCO representative to discuss recruitment presentation
- \_\_\_ Make presentations at club or organization meetings

## Three Weeks Before Blood Drive

- \_\_\_ Begin active one-on-one recruitment
- \_\_\_ Begin signing up donors and scheduling appointments
- \_\_\_ Distribute parental consent forms to 16-year-old donors
- \_\_\_ Display promotional materials
- \_\_\_ Begin social media campaign

## One Week Before Blood Drive

- \_\_\_ Distribute reminder cards
- \_\_\_ Remind volunteers of arrival times and duties
- \_\_\_ Contact Blood Drive Consultant to discuss last-minute details and donor schedule
- \_\_\_ Contact all 16-year-old donors to remind them to return consent forms
- \_\_\_ Begin daily countdown on social media

## Day Before Blood Drive

- \_\_\_ Make sure site is cleared and ready (tables and chairs)
- \_\_\_ Reminder announcement for donors (bring ID to drive)
- \_\_\_ Remind 16-year-olds to return parental consent forms

## Day of Blood Drive

- \_\_\_ CBCO staff will arrive one hour before drive begins
- \_\_\_ Be sure that volunteers are on hand following drive to help with clean-up
- \_\_\_ Announce via social media that the blood drive is today



# Get LifePoints Get Rewarded!

## Great deeds lead to great gifts, all online at CBCO!

Community Blood Center of the Ozarks is pleased to offer donors the LifePoints reward program. LifePoints are given to blood donors each time they give. LifePoints may be redeemed online for gift items and gift cards from some of your favorite places!

Once a donor registers on our online donor portal, they'll be able to track their LifePoints totals and redeem them in an easy-to-use donor store.

The donor profile also allows donors to access vital health information, based on past donations. Donors may now monitor blood pressure readings, cholesterol totals, pulse, hemoglobin, and more from previous blood donations to CBCO. It's a great way to keep track of your overall health and another great benefit to saving lives.

## Collect LifePoints. Earn rewards.

Once enrolled, LifePoints are automatically awarded based on the type of donation and the current need. A whole blood, platelet, or plasma donation gets 1,000 LifePoints added to your account. A donation of double red cells will carry a 2,000-point value. In addition, bonus points may be awarded based on the time of year or when there is a special need for specific types. CBCO will alert donors when bonus points are available. Even if you are deferred from donating that day, you will receive 200 points for your efforts.

LifePoints may be redeemed at levels as low as 1,000 points. Some of the redemption options include:

- ♦ \$25.00 Visa gift card - 7,000 points
- ♦ \$10.00 Amazon gift card - 4,000 points
- ♦ One free small concrete from Andy's Frozen Custard - 3,000 points
- ♦ \$5 Dairy Queen gift card - 3,000 points
- ♦ \$5.00 Starbucks gift card - 3,000 points
- ♦ LifePoints Lift, which allows you to donate your LifePoints to a local not-for-profit organization. Just choose this option instead of redeeming your LifePoints for one of the other redemption options, select a not-for-profit from the list provided, and we convert your LifePoints to cash and present the funds to the organization to help them work toward their mission of making our communities even better.

## Learn more about LifePoints

For more information on how the LifePoints program works, visit [www.cbco.org](http://www.cbco.org).



# Notes from your Leadership Workshop



COMMUNITY BLOOD CENTER  
OF THE OZARKS  
not-for-profit organization





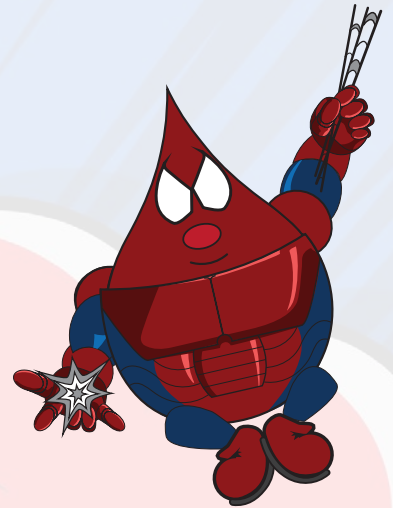
# Notes from your Leadership Workshop



COMMUNITY BLOOD CENTER  
OF THE OZARKS  
not-for-profit organization



# Meet the Drops!



Your Friendly  
Neighborhood  
Donorman



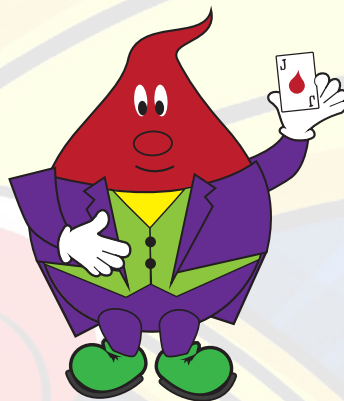
Wonder Vein



Captain  
Corpuscle



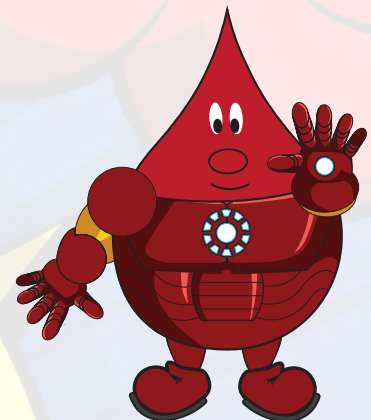
Super Donor



Deferro



The Dark Drop



Hema Man

