

Thank-The-Donor™ Program



Frequently Asked Questions – For Hospital Staff

What is Thank the Donor?

Thank The Donor™ is a free, easy-to-use tool that allows a patient, friend, or loved one (IF THEY CHOOSE) to send a one-way, anonymous message to the actual person who donated the unit of whole blood, red cells, or platelets they received.

How does it work?

Using Thank The Donor™ is easy. Patients may follow four simple steps:

1. Record the Unit Number located on the bag of red cells or platelets
2. Go to the website <https://thankthedonor.org>
3. Follow the simple instructions on the website
4. Send your message of thanks

What is a Unit Number?

On every blood product there is a Unit Number (also called a Donor Identification Number, or DIN). It is a federally-required label that allows hospitals and blood banks to know exactly where a blood donation came from. This 13-digit code contains no other identifying donor information. The CBCO Unit Numbers all begin with the same 5 digits – W0451.

How is the Unit Number used?

Using the Unit Number, our blood supplier – Community Blood Center of the Ozarks – can identify the person or persons who donated the blood products we used to help the patient and anonymously forward the patient's message of thanks to them.



Does the patient have to send a thank you email to the blood donor?

No. Thank the Donor is an entirely voluntary program. It is simply a way to say thank you if that is something you would like to do.

If the patient received multiple units of blood or platelets can they thank multiple donors?

Yes. Patients can enter multiple Unit Numbers on the Thank the Donor website and their thank you email will be delivered separately to each individual who donated the blood products they received.

Will any patient personal information be shared with the person who donated the blood they received?

No. Federal Privacy Laws prevent our hospital and CBCO from sharing any distinct identifying information about either blood recipients or blood donors. The thank you message will go directly to Community Blood Center of the Ozarks. Their staff uses a secure database to identify the blood donor and their email address, and then they forward the message anonymously to the donor. The email the donor receives will not include the patient's email address.

Can the friend or relative of a patient send a thank you email to the blood donor?

Yes. By going to <https://thankthedonor.org>, following the instructions, and including the Donor Identification Number on the bag of blood products used to help their friend or relative, they can send a one-way, anonymous message to the donor.

Can the patient or blood donor contact one another directly?

No. Federal Privacy Laws prevent our hospital and Community Blood Center of the Ozarks from sharing contact information between patients and blood donors.

Where was this program developed?

The Thank the Donor program was created by the Oklahoma Blood Institute based in Oklahoma City. They license its use to other blood centers like CBCO.

FOR HOSPITAL STAFF: Please contact CBCO at give.blood@cbco.org with any questions you have about this program. An answer will be sent to you ASAP and this document will be updated as needed.