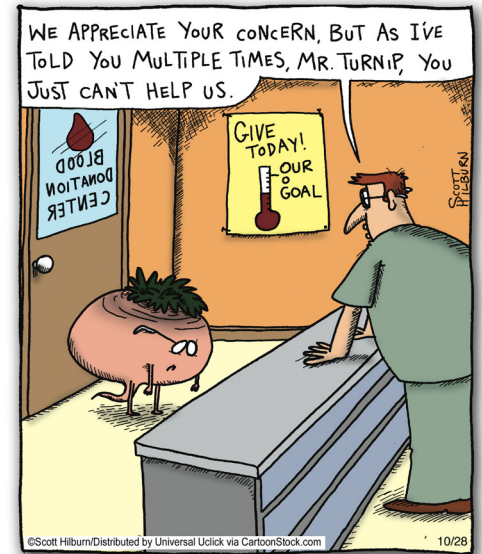




Welcome to The Beat

You are the lifeblood of Community Blood Center! As a blood drive chairperson, you are our arms and legs in your organization, helping to spread the news about the life-changing difference that giving blood can make for both donor and patient. For many, the thought of giving blood is both scary and a little strange. As a result, most of our blood drive chairpeople find ways to be creative and fun when asking others to share their good health. This bi-monthly publication is dedicated to supporting you in that effort. Hearts are kept beating all over the Ozarks thanks to your efforts and alignment with our organization.

Each edition of The Beat will focus on a theme or topic of importance to blood drive chairpeople. In this inaugural edition, we'll tackle the challenge of personal recruitment. Convincing someone to roll up their sleeve may require some real face time. In fact, the most common reason cited for not giving blood is simply, "No one asked me." We hope you'll take a few minutes to enjoy this first issue of The Beat and in the process, pick up some new ideas to reach out to blood donors in your organization.



January is National Volunteer Blood Donor Month



On December 31, 1969, President Richard Nixon signed Proclamation 3952, designating the month of January as National Volunteer Blood Donor month. In that proclamation, the president wrote, "Genuine concern for his fellow man has always distinguished the American citizen. That concern finds daily expression in countless acts of voluntary service to the less fortunate, the sick, and the injured. No manifestation of this generosity of spirit is more expressive, and no gift more priceless in time of personal crisis, than the donation of one's blood. The voluntary

blood donor truly gives life itself."

The month of January is an appropriate time to observe this important national event. First, it is traditionally a month of significant need. Elective surgeries are often postponed during the busy holiday season and scheduled during the month of January. As a result, the need for blood donation increases in the first full winter month. In addition, it is a time for declaring resolutions for change in our lives. What better resolution than to donate blood every season – making a lifesaving difference for others?

CBCO is thanking donors who give this month by awarding them a 50% bonus on LifePoints, CBCO's new donor rewards program. You can make a real difference in the lives of others by giving blood this month, and then once each season. Let's celebrate saving lives in January!

Blood Drive Chairperson Spotlight

CBCO has thousands of volunteers just like you serving in various capacities throughout the Ozarks. There are so many things we can learn from you. This column is designed to provide that learning forum, while also thanking you for the hard work you do on behalf of area patients.

Name: Linda Adams

Position: Support Secretary, Mercy Hospital Aurora



Linda Adams (on left) is honored by CBCO Donor Recruiter Lori McLerran for the tremendous strides that have been achieved at her blood drives.

Why do you care about blood donation enough to get involved with CBCO?

Working in the health care field gives me the advantage of seeing the life saving benefits of volunteer donors. Other than donating myself, my involvement came through changes in job duties a few years ago. I was a little hesitant at first, but soon it became a challenge to raise the number of donors from both the hospital and the community.

Do you know anybody who has received blood?

Yes. One of my daughters had surgical complications and was given several units of blood from donors. Unfortunately these efforts did not spare her life, but my daughter loved life, and anything we can do to give this gift to someone else, well, it's just the right thing to do.

What are some tools you use to motivate donors to give?

Well, with the fliers I put together and send out, I'm frequently accused of "email harassment" by my co-workers, but it's all in fun. Our Administrative Team supports drive by allowing co-workers to stay on the clock while donating. We have a great little canteen, which offers a platter of fresh baked cookies from our cafeteria, along with other 'healthy' options to donors. Pizza Hut offers a free personal pan pizza to each donor. I keep the manager informed on the success of our drives & let him know how much we appreciate his support. Jennifer Elswick (Mercy Springfield) sends certificates for each donor to purchase items from our cafeteria & sends other incentives as they are available. We also ask department directors to offer their staff members a break so they can donate. (See "Spotlight" on page 4)

MYTH BUSTERS

We've already revealed that the most common reason for not donating blood is, "No one asked." Once you embrace the idea of becoming your group's "resident vampire," you'll find that walking around and asking people to donate blood is really fun! Along the way, you're bound to encounter some questions, objections, and downright myths. This regular feature of The Beat will arm you with the perfect response to turn those fence-sitters into donors.

Myth: I can't donate because I'm diabetic.

Diabetics – even those who are on insulin – may donate blood as long as they meet other donation requirements.

Myth: I had cancer so I'm not eligible to give.

While some types of cancer will defer a donor permanently, other cancer survivors can donate blood after being in remission for at least one year.

Myth: I just got a tattoo, so I'll have to wait.

If the tattoo was applied in a licensed facility in the states of Missouri, Kansas, or Arkansas, there is no waiting period.

Triple the Impact

Jack and Erin Ford of Bentonville, Ark. were thrilled when they found out they were to become parents. What they didn't count on was that they were about to become parents to triplets.

The babies were born two months prematurely and from the second they came into the world, there were medical issues. Each of the triplets received multiple blood transfusions. "The blood transfusions were absolutely crucial for my children's survival," Jack said.

The Ford family is whole because blood donors were there when they needed them the most. "If I knew who gave the blood for my kids, I would want them to know that they're not giving life just to them. They're touching grandparents, friends, literally hundreds of people."

Every drop tells a story. What will yours say?

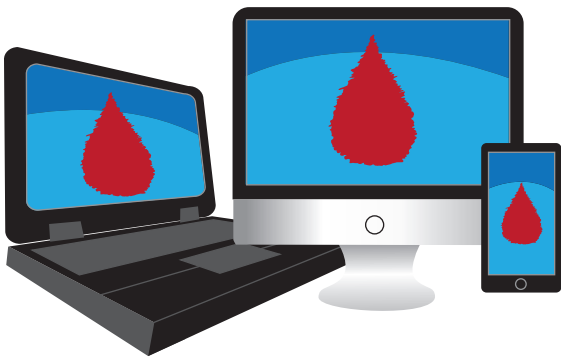


The Ford family includes triplets that each received multiple blood transfusions when they were born prematurely.

HemaConnectivity

CBCO recently introduced a new tool for chairpeople that puts electronic communication in the hands of volunteers. HemaConnect lets you choose from a variety of messages to remind, recruit and thank your group for saving lives. There are so many ways to use HemaConnect to improve the performance of your blood drives.

Track your history and performance



By clicking the "Results" icon under the "My Drives" tab, you can get access to drive statistics from past efforts. You can find information regarding what the goals were and how many donations were given on that date. A drive chairperson can use this information to have a greater impact and turnout at the next drive that takes place.

🔥 Goals may be set according to past results. Your CBCO donor recruitment representative will want to assist you here, but past results give you an idea of where you've been and where you want to go.

🔥 Recruit non-donors and remind current donors about the next drive. Dividing your group into subgroups will help you to determine the best course of communication. Usually non-donors need information to motivate them, while current donors need a thank you and a reminder that they have another opportunity to save lives coming up.

🔥 Pay attention to blood types. Many times, certain types will be needed more than others. Educate those people about why their types are needed right now and make certain that they know area patients are counting on them.

As you familiarize yourself with the many features of HemaConnect, you'll find that the tool is easy and even fun to use. If you are not familiar with HemaConnect, your donor recruitment representative can inform and instruct you on ways to improve participation at your blood drive!

Spotlight *(continued from page 2)*

What in your opinion is the most effective way to recruit blood donors?

Any way we can promote the gift of giving life is effective if a person is motivated to donate. Sometimes they just need to know where they can give their gift, and that they are appreciated!

By the Numbers

1:7 One out of every seven people that enter a hospital will need a blood transfusion.

53 53 percent of transfused blood goes to female recipients. 47 percent goes to males.

70,000 There are approximately 70,000 miles of blood vessels in the human body.

56 A whole blood donor may give every 56 days in the U.S., or up to six times per year.

Get “Social”

Build excitement about your blood drive by partnering with us on social media.

You'll see us tweeting and posting prior to your blood drives, so be sure to click “Retweet” on Twitter and “Share” on Facebook to help spread the word.

Follow us here:

- [Facebook.com/OzarksBlood](https://www.facebook.com/OzarksBlood)
- [Twitter.com/OzarksBlood](https://twitter.com/OzarksBlood)
- [YouTube.com/OzarksBlood](https://www.youtube.com/OzarksBlood)



How can social media help boost awareness and attendance for your drives?

- Prior to your drive, post to let team members know the drive is coming up. Create a Facebook event page and invite team members to click “Going.”
- Remind team members the day before and the day of the blood drive via Facebook and Twitter.
- Post again during the blood drive.
- Encourage team members to retweet and share your posts.
- Photos of happy blood donors are a great way to spread the word.

Be sure to tag us using @OzarksBlood on Twitter. Once you're a fan on Facebook, you can tag us in your posts by typing @ozarksblood on them as well.

For more ideas or to receive pre-written tweets and posts just for your drive, contact us at ozarksblood@cbco.org.



Take a moment to consider ways to observe National Volunteer Blood Donor month in your organization.

- Ask prospective donors to make a resolution to donate four times in 2014. Supply them with a list of blood drive opportunities to do so.
- Send an email with a link to our Donor Portal, inviting them to schedule an appointment at the next blood drive.
- Have a New Year “party” celebrating the difference blood donors make in our community. If you have a blood drive in January, have the party in the donor refreshment area!
- Ask your organization's leadership to encourage blood donation in the month of January as part of a lifelong habit.
- Write a note of thanks to each of the past year's regular blood donors in your organization, expressing the appreciation we have for their support and encouraging them to continue their commitment in 2014.
- Near a CBCO Donor Center? Why not forward a link to our donor center hours to your group asking them to make a donation in observance of the month.