

# U VOLUNTEER IF BEAT



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

A newsletter for blood drive chairpeople

December 2014

## Give your blood drive the LifePoints Lift!

Giving blood is a great thing you can do to support your community. But there are many more area agencies and causes that could use your help. That's why CBCO is introducing LifePoints Lift, a program where you can take your blood donation further by dedicating your LifePoints to one of ten area not-for-profit organizations.



Through the new LifePoints Lift program, your reward points can be gifted to one of ten area not-for-profit organizations like Ozarks Food Harvest, seen here.

Imagine giving blood, then helping an area food bank feed the hungry. You may choose to use your LifePoints for just that purpose. You may choose to fight cancer or provide a healthy environment for at-risk kids. LifePoints Lift lets you choose the organization that suits you. Every point pledged represents a monetary donation that CBCO will make to that partner agency.

Blood donors who are motivated by the great gift cards and wearables available through

the LifePoints program will still be able to get them via our online donor store. But many donors are motivated to give for the benefit and comfort that the gift provides others. LifePoints Lift represents an added benefit for donors who will see it as another way to help the community they love.

## Help your donors get signed up

LifePoints Lift is just one of the benefits for donors when they create an online account at [www.cbco.org](http://www.cbco.org). Creating an online donor profile allows them to collect LifePoints and redeem them at our online store. Once donors have signed in, they'll receive inspiring stories via email of lives that are saved as well as information on upcoming drives and events. They can even check their cholesterol and health information from previous donations.

You can help get your donors started. If your drive site has internet access, set up a computer sign-up station in the canteen area. Have a volunteer ask donors if they've signed up for LifePoints. If they haven't, sign them up on the spot! It only takes a few seconds to create a donor profile

Don't forget to let your social media followers in on the good deeds you're accomplishing through the LifePoints Lift program. LifePoints should become an everyday part of your recruitment strategy. We hope the LifePoints Lift program will help you in your efforts to save lives.



# 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.

**Joy Flake - Berryville, AR**  
**Chairperson at Mercy-Berryville**

**Q: You are the Chairperson at Mercy-Berryville, but also help out with some high school drives, as well. What is the scope of your involvement with CBCO?**

A: I have been the CP for our Auxiliary for over 4 years. I just love working with all of the CBCO staff. When my daughter was in school, I spent the day up there with her friends and encouraging the kids to donate. I feel like it is something that most all of us can do.

**Q: What got you started down this road, and what do you think of blood donors (and CBCO) in general?**

A: I have to give credit to my husband. He asked me if I would like to start being the CP of our hospital Auxiliary and I said, "sure." I have never met a donor I did not like. We have such a great community. Everyone just seems to come together at our drives.

**Q: Talk about tactics. What tools do you use to motivate donors?**

A: I try to make our drives fun. We always have fresh-baked goodies. I make a homemade lemon cake and lots of our donors say they come just for the cake! We also have donut tokens every drive. We do drawings for different prizes. Many businesses in town have been so supportive in providing incentives. Just giving our donors that personal treatment is a plus, also.

**Q: How do you overcome objections?**

A: I let them know that it is a wonderful gift of life and it is such a small thing. I try to reassure them the experience is not nearly as scary as some think it will be.



Joy Flake is a strong advocate for blood donation in the Berryville, AR, area. She does her best to make her drives a fun experience.

## MYTH BUSTERS

While you're busy asking others to save lives, 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 have high blood pressure. I can't give.**

You can give as long as your blood pressure is within our acceptable criteria. The systolic (upper) number should be between 90 and 180. The diastolic (lower) number should be between 50 and 100.

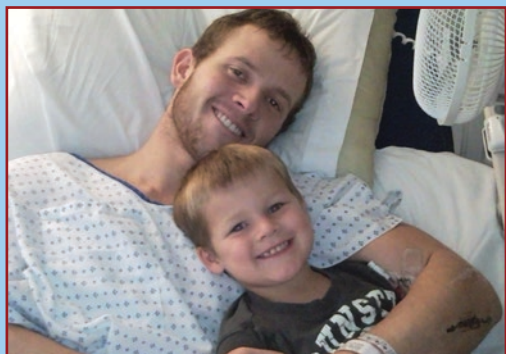
**Myth: I gave last time and I need to build my blood back up.**

The human body makes around 2.4 million red cells every second. The 56-day interval between donations is more than enough time for you to be ready to save lives again.

**Myth: We hold drives so often, our donors are aware when they are coming up.**

People are busy. Don't assume that they'll know when to save lives again. As a CP, you've got to ask and remind over and over. Directly asking donors to save lives is still the very best way to ensure that your drive is a success!

## Knowing the meaning of the gift



Kyle Skerjanec is thankful for blood donors that provided 87 units of blood used by him after a motorcycle wreck in 2011. He's all smiles here with his son Landon during his recovery.

Kyle Skerjanec has become a pretty dedicated blood donor. When he is eligible, Kyle usually makes time to give at CBCO's Bentonville Donor Center or at Northwest Arkansas Community College, where he's a student. It's easy for him to remember to give, because it's hard for him to forget the importance of the gift.

Just a few years ago, Kyle was involved in a horrific motorcycle accident near his home in War Eagle, Ark. He lost control of his bike as he was turning a corner. A pickup truck struck him as he slid across the intersection. The truck rolled over his legs and torso. He suffered multiple broken bones, underwent a total of 14 surgeries and was in the hospital for 88 days.

The initial injury, as well as subsequent surgeries, required blood transfusions. Kyle received a total of 87 transfusions, including an incredible 20 in the first day alone. Kyle relied on skilled medical care, support from family and friends, and the support of blood donors who give to CBCO, during his recovery.

He now donates as often as he can "to give some of what I used back. If I could meet the blood donors who gave for me, I'd probably cry. I know I'd tell them that they saved my life. I'm indebted to them forever. Thank you."



## Briefly Speaking . . .

**New email templates available on HemaConnect!** If you use CBCO's HemaConnect notification system to keep your donor group informed (and you really should), you know that we feature a variety of email templates that keep your communications looking sharp. We're always adding new templates in order to keep things fresh and exciting. If you aren't sure how to use HemaConnect, it's an easy and fast way to keep your loyal donors informed. Please contact your CBCO donor recruitment representative to get started!

**#redcellfie is catching on!** Social media provides us with the unique ability to communicate with many people very quickly. CBCO recently started the #redcellfie trend, inviting donors to take a photo of themselves donating, then posting that photo to Twitter, Facebook or Instagram using the #redcellfie hashtag. It's a great way to help spread the word on the day of the blood drive and increase participation from friends of donors. Please tag @ozarksblood when you post your #redcellfie.



## January is National Volunteer Blood Donor Month

In 1969, President Richard M. Nixon proclaimed, "Genuine concern for his fellow man has always distinguished the American citizen... 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." January has been declared National Volunteer Blood Donor Month ever since.

Let your donors know that they are appreciated by the entire nation during this month and beyond. Let your group's non-donors know what giving means to our country. It may spark a conversation about what it means to give for others.

10  
4  
166

## By the Numbers

Ten area not-for-profit organizations are participating in the LifePoints Lift program.

Blood donors are divided into four groups - A, B, O and AB.

This number of area elementary, middle and high schools held 360 blood drives in 2013.

## Holidays are a time for sharing gifts with others

When you get together with loved ones over the holidays, you almost never think of the need for blood. But the need is always there. It takes more than 200 donations per day to meet the needs of patients at 37 area hospitals.

The need for blood is constant. But so is the kindness of area blood donors. CBCO's 20th annual Miracle of Giving Blood Drive is going on now through January 4. Donors at any blood drive or CBCO Donor Center will receive a 50% bonus on LifePoints when they give. But donors receive something so much more valuable. They know that their gift of blood will be a lifesaver for someone at a critical time in their lives.



The Miracle of Giving lies in the gifts we give to others. Please help us to make certain that we have enough miracles to go around during this holiday season.

## Missing this year's volunteer luncheon?

We've decided to focus all our efforts on an even bigger celebration - the CBCO 20th anniversary! It's hard to believe that 20 years have already passed and so many of you have been with us right from the beginning. We're planning a celebration for late this summer and we want you to join us. Along the way, we'll have some special promotional materials and information to share with donors to create greater awareness about this milestone. We'll keep you updated on details as the date gets closer. In the meantime, we wish you and yours all the best for a joyous holiday season!



Happy Holidays  
from CBCO

Get Social! Help spread the word!  
Look for "ozarksblood" on

