



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.

David Teigen, Rotary Club of Eureka Springs Blood Drive Eureka Springs, AR



David Teigen has been chairperson for 4 of the 20 years that the Rotary Club of Eureka Springs has held CBCO blood drives.

"David brings the city of Eureka Springs together for blood drives," said Blood Drive Consultant Savanna Swaffar. "He has a personal connection with an outstanding number of the community members of Eureka Springs and he makes such an impact on the community by hosting 7 blood drives a year (2 at Eureka Springs High School and 5 at the Inn of the Ozarks)."

How long have you been the blood drive chairperson?

About 4 years.

Why is donating blood important to you?

I had a very good friend of mine who was involved in a car accident several years ago, and I never realized the importance until then.

How do you promote your drives?

Local word of mouth and posters. We use all of the local gas stations, grocery markets and local restaurants. Local radio is a public service announcement message, and we have a member of our Rotary Club who manages the local station. We are blessed to have good vendors in this area.

What are some tools (that CBCO provides) that help you motivate donors to give?

We use your flyers that Savanna sends us. Our local citizens are really cognizant of the need and step up to the plate faithfully.

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

Public awareness through media of all types.

How do you overcome objections to donating blood?

I do not even try to overcome objections. There are enough people willing to donate who have seen the need.

What has been the most satisfying thing about being a blood drive chairperson?

Once, I read that one unit can save up to three lives, and it gave me a very warm feeling. I commend all of our faithful participants in the Carroll County area for their endless dedication to a great cause.

Spread the word! Look for @ozarksblood



HemaConnect Tip: emailing eligible donors

Community Blood Center of the Ozarks' online content management system, HemaConnect, is a big time-saver for CPs and our blood drive consultants. It's a great way to remind your donors about an upcoming blood drive, and work toward reaching goal.

TIP: When emailing all donors who will be eligible for your next drive, make sure the check mark is present in the "Extra Filters" box (image to the right).

Without the check mark in this box, HemaConnect would send email to ineligible donors.

If you have any questions about how to use HemaConnect to make your life as a CP easier and help boost your blood drive, get in touch with your blood drive consultant.

Drive Marketing << Back To Step 2

Step 3: Select a Target
You can use a target group or select from one of the predefined queries. Click here to manage target groups.

- All available donors and prospects.
- All donors donating at this sponsor in the last year.
- Select from your Target Groups.
- Extra Filters** (no prospects will be in the target if checked)

Procedure:

Blood Type(s):

Eligibility:

Donation Start Date:

Donation End Date:

Next Step **Back To Step 2**



Save the Date!

Friday, Sept. 18

We're holding a 20th Anniversary Celebration open house event at our headquarters in Springfield, from 1:00 p.m. to 4:00 p.m. and our chairpeople and donors are invited. Please mark your calendar so you'll be able to attend.

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'm too old to donate blood.

There is no age that requires blood donors to stop giving. You may continue to donate as long as you are healthy and otherwise eligible.

Myth: My blood pressure is too high for me to donate blood.

As long as your blood pressure is within our acceptable criteria, you may give blood. The Systolic (upper) number should be between 90 and 180. The diastolic (lower) number should be between 50 and 100.

Grandmother thankful for nine transfusions

In June 2010, Denise Kuhs, of Galena, MO, noticed a small lump on her leg.

"I was recovering from a breast biopsy, which was negative, when I was walking into the house, tripped, and fell," Denise said. She assumed the lump was related to the spill.

Her physician decided to run an MRI at a check-up that November. The lump, which was the size of a golf ball at Thanksgiving, was the size of a softball by Christmas.

biopsy was performed in December confirming the diagnosis: leiomyosarcoma, a rare and aggressive form of cancer. Denise underwent radiation at Skaggs Hospital (now Cox Branson) in January and February of 2011, followed by surgery to remove the mass in March 2011 at CoxSouth in Springfield.

During treatment, Denise required nine transfusions.

Today, Denise is cancer-free. She is back at work in healthcare in Springfield and enjoys her four children and six grandchildren. "Because the cancer was rare and aggressive, I have checks every six months," she said.

"I thank the Lord every day there are people who are out there, willing to give blood."

Read more about Denise and her granddaughter, who was also the recipient of blood from CBCO donors, here: <http://bit.ly/1IPEX8Z>



U-Donor Hot Lists can help boost O Neg donations



When CBCO issues a Code Yellow Alert or a Code Red Alert, it is often due to a low inventory of the O Negative blood type. This is a small percentage of the population also known as universal blood donors, since their blood type

because it is the only one that may be given to anyone, no matter the recipient's blood type.

U-Donors, therefore, are vital to CBCO's inventory because hospitals often use O Negative in emergency situations, when the patient's blood type is not known and there is no time to type it.

Our blood drive chair people are provided with a tool that can help boost donations from our universal donors. When your publicity packet arrives prior to your blood drive, there may be a U-Donor Hot List inside, along copies of our "Universal Donor: We Need U" handout.

The U-Donor Hot List provides you with the names and contact information of type O Negative donors within your organization. The "We Need U" handout is a quick read that explains why O Negative donations are so important to our community.

How can you make the best use of these tools?

- Get in touch with the individuals on the U-Donor Hot List prior to the blood drive. The U-Donor Hot List provides the phone number and email address (often a home email address) given to us at the time of donation. If you're in a corporate setting, you might try contacting the donor through your corporate email system to make sure the message is received.
- Remind them how important it is for them to give blood.
- Give them a copy of the "Universal Donor: We Need U" handout provided in the publicity packet.
- Ask them to donate at your blood drive, and suggest they make an appointment in advance.
- Remind them of their appointment the day before the blood drive.
- Thank them for donating and let them know you'll be in touch prior to your next blood drive.

If each O Negative donor at CBCO made a commitment to giving blood just one more time per year, we could easily avoid seeing our inventory reach critical levels. Thank you for helping us meet the needs of patients at 39 local hospitals.



Salute A Veteran Blood Drive

If your blood drive takes place between June 15 and July 2, 2015, it's part of our 20th annual Salute a Veteran Blood Drive.

Participants will have the opportunity to write a note of thanks to a veteran or current member of the armed services that they know.

Bring in the address of a veteran or current U.S. service member, write a message of dedication and thanks on a special card that we will provide at the blood drive, and CBCO will mail it to the veteran or service member that you choose. Postage is on us! Don't know a vet? We'll send your card to an organization that distributes mail to active duty military to brighten their day.

The Salute A Veteran Blood Drive occurs at a time when summertime shortages usually occur. CBCO is currently on a CODE YELLOW ALERT for O Negative and A Negative blood types, which means there is less than a two-day reserve supply for patients at the 39 local hospitals where we are the sole provider of blood and blood products.

All Salute A Veteran donors will receive a free T-shirt commemorating the 20th anniversary of Community Blood Center of the Ozarks, and a 50 percent bonus on their LifePoints rewards, helping them to achieve great gifts faster. Blood donors have the opportunity to redeem their LifePoints for a variety of gift cards and other items.



June & July donors receive 20th Anniversary T-Shirts

Give blood during June and July 2015 and receive a free commemorative CBCO 20th Anniversary T-shirt! The design celebrates the power of your blood to save lives of patients right here at home.

Donors at all mobile blood drives and our five donor centers will receive a T-shirt (with the exception of the drives listed online here <https://www.cbco.org/cbco-20th-anniversary-t-shirts>, whose sponsors are providing an alternative gift).

The positive way volunteering affects your life

Did you know that the time you spend helping CBCO enhance the lives of others may be enhancing your life, as well?

The article "Volunteering and its Surprising Benefits: Helping Others While Helping Yourself," posted at HelpGuide.org, lists many of the benefits of volunteering, including:

- Connecting you to others
- Making new friends
- Increasing your social skills
- Increasing self-confidence
- Combatting depression
- Staying physically healthy
- Providing career experience
- Gaining valuable job skills
- Bringing fun and fulfillment into your life

In addition, the article states that researchers at the London School of Economics studied the relationship between volunteering and measures of happiness in a large group of American adults, with the results showing that the more people volunteered, the happier they were.

For the full story, visit: <http://bit.ly/1Ray6ZK>



**Thank you for
volunteering with us!**