



## 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.

**Ashley Heidlage, Digital Monitoring Products  
Springfield, MO**



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Digital Monitoring Products

### **How long have you been the blood drive chair person at DMP?**

Since I started here two years ago. (DMP has held blood drives with CBCO since 2011.)

### **What inspired you to be a blood drive chair person?**

As the Corporate Event Planner for DMP, it is my responsibility to create events that reflect DMP's mission and values. One of our values is generosity. We believe in serving others – especially those in our community. With the CBCO blood drives, we are able to directly affect lives in the Ozarks!

### **What methods of promoting and recruiting for the blood drive do you prefer?**

We promote our blood drives through email and electronic monitors throughout our building with the flyers and posters provided by CBCO. We also highlight upcoming drives at all-company meetings. We believe that excitement is contagious, so we try to build up our events internally to gain momentum.

I love promoting through open communication – there is so much value in hearing directly from a person the impact that donating blood can have. It has proven time and time again to be the most effective way to recruit donors – both attracting new donors and previous donors.

### **How do you overcome objections to donating blood?**

People can have objections at times, and it's understandable! If someone has had a bad experience in the past ... it's my responsibility to put those concerns to rest. Since I started giving blood in high school, I can firsthand ease these fears of our employees. I love that I donate so I am able to encourage people through the process.

### **Has there been a moment that has made it all worthwhile?**

It blows me away each time one of our employees asks me when our next blood drive is scheduled for! To see their excitement to give back to the community in such a simple way is humbling.

I love being a part of DMP's partnership with CBCO and the impact that our partnership has on the Ozarks!

# Conquering ulcerative colitis

Dylan Harris was diagnosed with a severe case of ulcerative colitis in 2014. That same year, at age 24, his entire colon was removed after other treatments failed. He would go through three more surgeries by the end of the year.

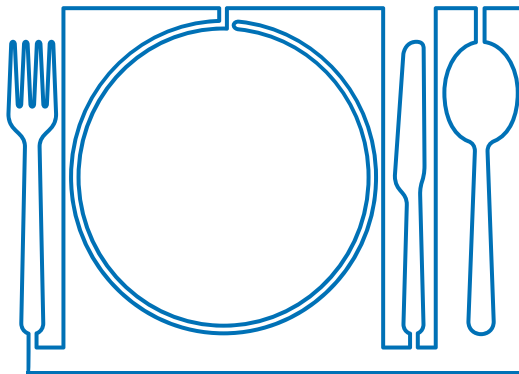
Two blood transfusions were required prior to surgery to remove his colon. "Both of those transfusions took place about two weeks before the first surgery, about three days apart. I was losing blood pretty quickly," Dylan said. A third transfusion took place in the operating room during another surgery. "I believe it was around three or four units. I started to code. It got a little out of control there."

Now healthy and working in the fitness industry, Dylan is thankful for the CBCO donors who played a role in saving his life.

"I'd have to thank them. I know most donors, when they're donating, probably don't think too much about the difference it actually makes to people receiving the blood. They probably think, 'What are the chances that my blood is going to be helping somebody?' But it was an eye-opener for me to realize the impact that it makes. It happens regularly for people to get blood transfusions. It's a big deal, and I would thank the donors, for sure."



Dylan Harris



## SAVE THE DATE

Arkansas blood drive chair persons (and a guest for each) will soon be invited to CBCO's annual Celebration of Life luncheon. Look for your invitation in the mail closer to the event. Meanwhile, mark off Tuesday, April 26, 2016, on your calendar.

(Missouri chair people had their volunteer appreciation lunch in December 2015.)

## Bonus LifePoints rewards are coming up!

If your blood drive falls within these dates, donors will receive a 50% bonus on LifePoints. Don't forget to redeem your LifePoints through the donor portal.

**May 27 – 28, 2016**

**June 13 – July 2, 2016**



## Just for fun...

Which two states do not follow Daylight Saving Time?

- A. Hawaii
- B. New York
- C. Arizona
- D. Missouri

When eating a chocolate bunny, 89% of people eat the \_\_\_\_\_ first.

- A. Feet
- B. Tail
- C. Ears
- D. Face

Correct answers: A. Hawaii & C. Arizona

Correct answer: C. Ears

## RECRUITING TIPS

- The #1 reason people do not donate blood is because no one asked them. So be sure to ask people to donate, one-on-one. Get personal. Stop by their workstations. Start a conversation at the coffee pot.
- Email individuals to ask them to donate. Often, people seem overwhelmed if you say, "We're having a blood drive on (date). What time would you like for your appointment to be?" They respond better if you narrow it down and give them two choices, such as, "We're having a blood drive on (date). Would you like your appointment to be at 11:45 or at 1:00?"
- Send reminder emails 1 to 2 days before the blood drive, so your donors won't forget. Include how important it is for donors to eat a good meal and drink a lot of water the day of the blood drive. Fasting is NOT something they want to do on blood drive day, or the week leading up to donating.
- Encourage donors to take a selfie while donating and tag it on social media with @OzarksBlood, #redcellfie, and your organization's ID and/or hashtags. Or have a volunteer take photos and upload them as the day progresses. Sharing donation photos is a great way to motivate others to donate. Plus, it tells your audience, "We care about others!" These images may be used next time to build excitement about your blood drive, and for fun events on social media (#WBW = Wayback Wednesday, #TBT = Throwback Thursday, #FF = Flashback Friday).

Do you have questions about social media? Need help thinking of ideas? Contact Jill at [slackj@cbco.org](mailto:slackj@cbco.org)



We're always looking for great stories to tell, especially from those who have received blood or blood products, and from donors who have powerful stories behind the reasons they give.

You may have heard a donor mention, "I give blood because my (loved one) needed it, so this is my way of making sure it's there for others."

If so, please let us know. We'd love to contact that donor to see if they (or their loved one) would be willing to share their story. It's a great way to inspire others to donate, and save even more lives at the 39 hospitals we serve.



## Gallon Grad

### Time is Running Out

Graduation day is drawing near. If you are the blood drive chair person at a high school, please remind your students:

- Gallon Grad recognition = donating 8 times prior to graduation, which equals 1 gallon.
- Students must indicate that they want to be included in the program by filling out the form on our website, which is available by clicking [HERE](#) or by going to [cbco.org](http://cbco.org), clicking FACTS, scrolling down, and clicking the red GALLON GRAD within the bullet points.
- Students should sign in to the donor portal to check their total number of donations. This lets them see how close they are and determine whether they can fit in another donation prior to graduation.
- Close to the end of each school year, we run a report to capture all students who reach Gallon Grad status and then mail those students a certificate, and an honor cord. Depending on school policy, students may be recognized during your school's end-of-the-year ceremonies.

If you need help signing into the donor portal, give us a call at 417-227-5006.

# Don't leave your LifePoints on the table



DOING THE MOST GOOD



Each time you or your donors give blood, you receive LifePoints rewards, our way to thank you for being a Lifesaver. To make sure LifePoints are being received each time, encourage your donors to log in to CBCO's donor portal to verify they have signed up. Click [HERE](#) for the donor portal, or visit our website [www.cbco.org](http://www.cbco.org) and click on the blue "Donor Sign-In" button on the top right.

For more info about LifePoints, click [HERE](#).

## By The Numbers

0%

The amount of blood or plasma from people who have been paid to donate that can be used for transfusion to humans in the United States.

4

The number of main blood types that exist for humans: A, B, AB, and O.

5

The number of days that donated platelets may be stored.

17%

People who say their main reason for not donating blood is because they "never thought about it."

42

The number of days that donated red blood cells may be stored.

56

The number of days a whole blood donor must wait before being eligible to donate again.

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

