



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.

**Susan Wendleton, Administrative Assistant
Carthage Water & Electric Plant, Carthage, Missouri**



What inspired you to be a blood drive chairperson?

I don't remember what inspired me to be a blood drive chairperson, but I do know my great-niece, who was diagnosed with leukemia at the age of 2, was a recipient of several donations. Prior to my dad's passing, he also received several units of blood. Never was there a statement, "I'm sorry. Your dad needs a transfusion, but we don't have any available." That's because of ordinary folks who make it a priority to donate, even when they don't have a specific person in mind.

Tell us what you do to promote your blood drives.

We use company and individual social media, encouraging friends and family to share the posts for a broader outreach; electronic signs in the area; area newspaper and Chamber of Commerce postings; display in lobby with times to schedule appointments and see the T-shirt; emails to civic groups; and handing out flyers at any meeting I attend seems to help. Since I'm an extrovert and have lived here forever, just asking face to face if I can schedule an appointment, that gets the information in their email for reminding them of the commitment and may yield the most results, though it is a combination of efforts.

Our employees are great at seeing the need (and I remind them that they can sit in air conditioning in the middle of July and eat snacks instead of working in the heat). We send emails to spouses of employees and encourage them to bring their teenagers. We also push the homemade goodies. Before our very first drive, I was told that people will return to a donation drive based on the food, so we push that aspect, especially for those using their lunch hour to donate. This year, we added homemade chocolate chip cookies and bran muffins that I could cook throughout the day to serve warm with a bit of aroma as they baked. We stress the fact that CBCO provides the blood for all area hospitals, and the fact that approximately three lives are impacted with each donation. It's easy to get passionate about saving lives.

Are there specific tools provided by CBCO that help you motivate donors to give?

We appreciate the posters and the T-shirts that CBCO provides.

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

Whether it is giving dollars to a non-profit or blood to a drive, I get passionate when I trust the organization and become aware of the great need. It takes many folks helping in a variety of ways for a drive to be a success. The coordinator just gets the ball rolling. It's the host of others that contribute to the success.

Continued on Page 3

Don't let low iron keep you from donating!

Approximately 8.24 percent of the generous people who visit CBCO's donor centers or mobile blood drives each quarter to donate blood are turned down because their iron is too low. What can your donors do to increase their iron levels in hopes of not being deferred? Make an extra effort to eat iron-rich foods beginning a week before the blood drive. Iron-rich foods include:



Excellent Sources of Iron (Heme-Iron)

Lean Beef	Pork	Lamb	Red Meat	Chicken
Fish	Turkey	Shellfish	Oysters	Liver

Good Sources of Iron (Non-Heme Iron)

Tofu	Tomatoes	Olives	Spinach	Beans	Lentils	Sweet Peas
Nuts	Potatoes	Kale	Beets	Broccoli	Dried Fruit	Dark Chocolate

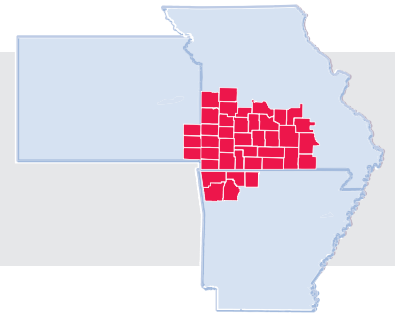
Sources of Vitamin C

Grapefruit	Pineapple	Mangoes	Kiwi	Tomatoes	Peppers	Melons
Citrus Juices	Tangerines	Cabbage	Strawberries	Broccoli		

For more information, click [HERE](#).

DID YOU KNOW?

CBCO currently provides blood and blood products for 40 hospitals in 39 counties in southwest Missouri, northwest Arkansas, and southeast Kansas.



By The Numbers

2 Types of iron in foods — heme and non-heme iron. Heme is found in meat, fish, and poultry. Non-heme is found in plant-based foods.

30% You absorb up to 30% of the heme iron that you consume.

1818 Year the first recorded successful human blood transfusion was accomplished.

1995 Year Community Blood Center of the Ozarks opened for business.

2,000 Gallons of blood the average human heart pumps each day.

4,000 Normal range for white blood cell counts is 4,000 to 10,000 per microliter (mCL).

150,000 Normal platelet count is about 150,000 to 400,000 platelets per mCL.

Blood Drive Chairperson Spotlight

Continued from Page 1

Several come through those doors with great willingness, but low iron. They've helped it be a successful drive, too, just by their desire to meet needs.

How do you overcome objections to donating blood?

When employees say they don't like needles, I tell them I'll let them off the hook if they get a spouse, teenager, or friend to give in their place. You guessed it; we have several spouses who donate!

Has there been a certain moment, a comment from one of your donors, or a situation that has made you say, "There. That makes it all worthwhile to hold these blood drives"?

One of our regular donors wasn't going to be able to come this year due to three small children and no babysitter. We'll gladly watch kids while parents donate. The mom was willing to take us up on the offer, and it was a joy to hear a preschooler tell her younger sister, "Mom's blood is going to go in somebody else's body." Isn't that what it's all about, helping others? I don't take for granted that we all have full schedules. I'm grateful for those who are willing to make the time commitment. I'm also grateful for those who, even though they can't donate, pray for the success of our blood drive. The Scripture is true, "It's better to give than to receive." Jesus certainly understood the importance of blood. I'm thankful that He shed His blood for me so that I can have life eternal with Him, and that I can, in a very small way, donate some of my blood to help others stay around for their families just a bit longer here.

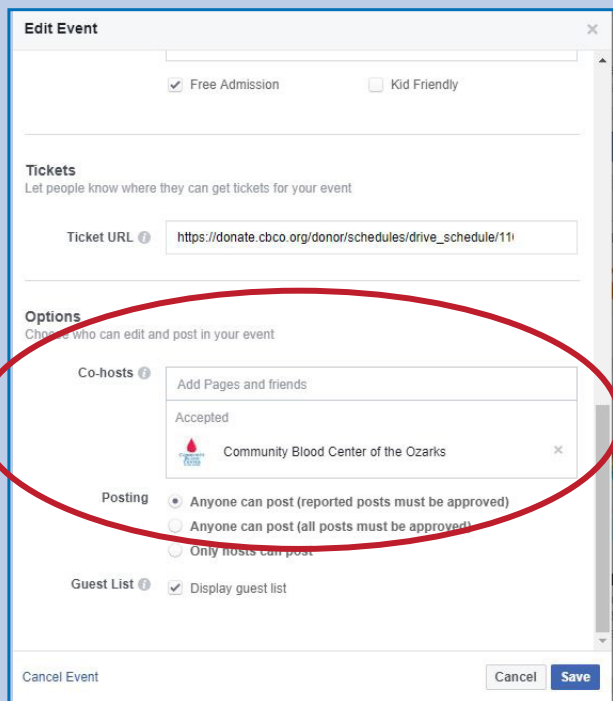
Susan adds a few other special touches to CW&EP blood drives by sending out a thank-you email to all participants summarizing the blood drive results, letting them know how many units were collected, and reminding them of the impact they've made on local lives. In addition, she shared a link to a video she created with photos taken at their blood drive July 28, 2017. To see the video, click [HERE](#).

Get More Mileage Out of Your Facebook Events

Setting up your blood drive as a Facebook event is a quick, easy way to spread the word. To make sure people see it, share the event on your group's main Facebook page several times. Another easy way to get more mileage out of your event is to make CBCO a co-host. Once you add us as a co-host, your event will also appear in our Facebook events, which makes it handy for potential donors who might be scrolling through events. Here are the steps to make CBCO a co-host:

1. Go into your event.
2. Click EDIT toward the top right of the screen. The "Edit Event" box opens.
3. Scroll down to OPTIONS.
4. Click inside the CO-HOSTS box. Begin typing "Community Blood Center of the Ozarks" and you'll see our logo and name appear. Click on our name.

That's it! Now your event will appear on your page and our page, along with being listed when people search for events going on near them.



The screenshot shows the Facebook 'Edit Event' interface. The 'Options' section is visible, with the 'Co-hosts' box highlighted by a red oval. The 'Co-hosts' box contains the text 'Add Pages and friends' and a list of accepted co-hosts, including 'Community Blood Center of the Ozarks'. Other options visible include 'Posting' (set to 'Anyone can post') and 'Guest List' (set to 'Display guest list').

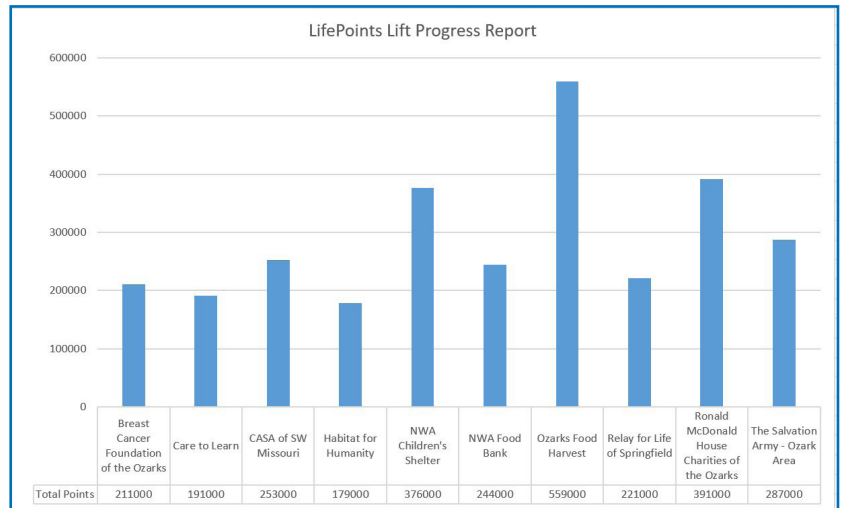
LifePoints Program Rewards Donors and Non-profits

Are you and your donors taking advantage of CBCO's LifePoints rewards? All donors need to do is go online to register for LifePoints within seven days of donating blood, and then each donation (and attempted donation) will result in LifePoints being deposited automatically within 7 days of future donations. To register, visit our donor portal [HERE](#).

LifePoints may be redeemed online for gift cards to these great merchants:

- Visa gift card – 7,000 LifePoints
- Amazon gift card – 4,000 LifePoints
- One free small concrete from Andy's Frozen Custard – 3,000 LifePoints
- Starbucks gift card – 3,000 LifePoints
- Dairy Queen gift card – 3,000 LifePoints

Feeling extra generous? Instead of redeeming your LifePoints for a gift card, give them to one of 10 great non-profits through our LifePoints Lift program. For more details, click [HERE](#).



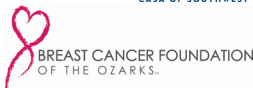
CBCO donors continue to support these charities, with our fiscal year-to-date

LifePoints donated totaling more than 2.8 million. At the end of September, we will award bonuses to our LifePoints Lift non-profit partner agencies, with the first-place non-profit receiving a check for \$2,000, second place \$1,000, and third place \$500.

Donors may give all of their LifePoints to one non-profit or divide the points to assist more than one non-profit. It's up to them. We don't require donors to stick with one non-profit.

This graph shows the current standing for each of our 10 non-profit partner agencies. Great job, donors!

Thank you!



Get Social! Help spread the word!

Look for "ozarksblood" on

