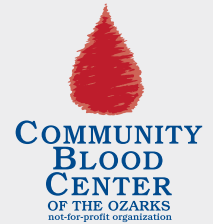




universal donor DIGEST



Celebrating the lifesaving potential of type O negative blood donors

May 2016

Double the U-Donor Power

Part of the fun of being identical twins means sharing clothes throughout the years, forming a bond that few people comprehend, and even switching identities while joking around. But one aspect of sharing DNA is no joke. In fact, it's quite powerful.

Jan Guin and Jean Underwood-Bradley, both of Rogersville, Missouri, are O Negative blood donors. Jan has donated with CBCO since 1996, and Jean since 1999.

"I learned a long time ago how important O Negative blood is," said Jan, who began donating in her 20s, before CBCO existed, along with the veterinarians she worked for at the time.

Jean said, "It was interesting to me that my blood could be used to help so many other people."

The twins, who are both grandmothers, understand how vital it is for those with O Negative blood to donate regularly. "It is important for us to stick together," Jean said. "If my grandchildren needed it, I would want there to be a good supply."

Having O Negative blood means that, if they needed a transfusion, only blood from other O Negative donors may be used. "I know my sister would donate if I needed it. Gallons, if she had to, and I would do the same for her," Jean said.

"Especially for my DNA double," Jan added.

U-Donors, we would love to hear your thoughts on the power behind your blood donations. Click [HERE](#) to comment on this story on our Facebook page.



Jan Guin (left) and Jean Underwood-Bradley
Photo courtesy of Jean Underwood Bradley.



Donate blood at Thomson Donor Center the week of May 9, 2016, and receive this free T-shirt, as modeled by CBCO staff members (from left to right) Karen Widman, Charlie Powell, Shannon Archer, and Rebecca Long.

Goodbye, Reser Donor Center. Hello, Extended Hours at Thomson!

Reser Donor Center, located at 2230 S. Glenstone, closed its doors Friday, May 6. We have consolidated to operate one donor center in Springfield, which is our headquarters, Thomson Donor Center, at 220 W. Plainview Road.

The biggest change you will notice is our increased hours of operation, which means more chances for you to schedule appointments that work best with your busy schedule. Thomson Donor Center is now open 7:00 a.m. to 7:00 p.m. Monday through Friday, and 7:00 a.m. to 1:00 p.m. Saturday. Sunday hours are 9:00 a.m. to 3:00 p.m.

We take seriously our obligation to be good stewards of our budget. As part of that commitment, a single, centralized location allows us to focus our limited resources, consolidate operations, and improve inventory management, all of which results in lower expirations and other blood product losses and, in turn, maintain service fees among the lowest in the country.

Ready to donate? Visit our website, www.cbco.org, and click on the blue Donate Blood button.

Can We Count on You to Share Our Mission?

As U-Donors, you already know how vital it is to donate blood. How great would it be if there was a quick, easy way for you to help spread the word so others know they have the power to make a difference in so many lives.

There is a quick, easy way! If you're already a user of social media, it's just a click away. In fact, we've got clickable links right here in this newsletter to make it even easier for you. That means if you're reading this newsletter online, you can click these icons and go directly to our social media accounts. If you are active on these sites, just choose a post on our accounts and click to share, like, comment, or retweet.

Sharing on Facebook or retweeting on Twitter are the two most valuable ways to get involved on social media. Plus they're so easy and take just seconds.

Please follow us on your preferred social media sites and give us a little love once in a while. It helps us get recognized, which could potentially bring more donors our way.

See you online!



A New Perk of Being a U-Donor

For many of you, there is still time to donate and qualify for our first-ever U-Donor Appreciation Dinner scheduled for Ocean Zen in Springfield Friday, October 7, 2016.

U-donors who make 4 donations within CBCO's fiscal year (July 1, 2015 – June 30, 2016) will receive invitations. Then we'll start all over July 1, 2016, so plan ahead and work toward that goal of four or more!

Check your progress by logging in to your account on our donor portal by clicking [HERE](#), or calling 417-227-5006 for assistance.

UPCOMING EVENTS

Watch our website and social media for more information as the dates grow closer for these promotions.

Holiday Heroes Sign Up (donor centers only)
50% Bonus LifePoints
Friday, May 27 or
Wednesday, June 29 through Friday, July 1



50% Bonus LifePoints for all donors
Friday, May 27 & Saturday, May 28

Memorial Day
All mobile blood drives and donor centers closed.
Monday, May 30



Salute A Veteran
(all mobile blood drives and donor centers)
50% Bonus LifePoints
Monday, June 13 through Saturday, July 3

Independence Day
Monday, July 4
All mobile blood drives and donor centers closed.



Bleed Blue with Northwest
Arkansas Nationals
(Arkansas donor centers only)
Tuesday, June 7

Free T-shirt, game tickets, and more!



Bleed Red with Springfield Cardinals
(Thomson Donor Center only)
Monday, July 11 and Tuesday, July 12
Free T-shirt, game tickets, and more!