



New website features enhanced tools to help your drive succeed

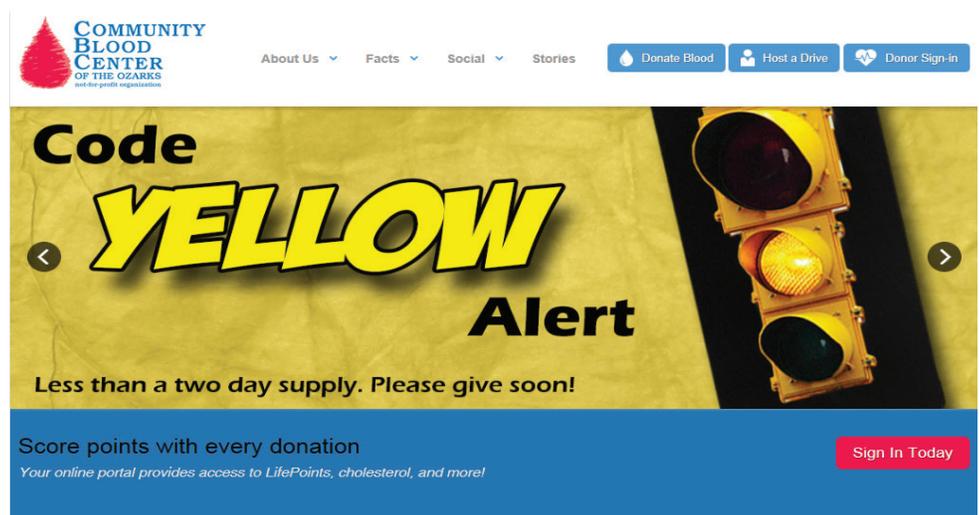
In June, Community Blood Center introduced a significantly updated website (www.cbco.org). The new site is easier than ever to navigate, with prominent links that will help people to find a blood drive, host a drive themselves, or to log in to their online account. Perhaps the best part about the new site is the way it resizes itself automatically to fit most mobile devices.

For blood drive chairpeople, there are some new ways you can use the site to your advantage. The tabs at the top of the website have been simplified to offer visitors an easier way to navigate the site. You'll want to pay special attention to the "Facts" tab. You can direct potential donors to specific categories under this tab that include:

- **Donation Types:** For someone who has never considered donating or doesn't know much about it, this is a great place to start. There's information on why blood is needed every day, the minimum requirements to be able to donate and some great tips on how to make a donation successful. You can also learn about the different types of donation, including the advantages of giving a double red cell donation, which is possible at selected blood drives.
- **Blood Types:** Information here delves into some of the science of blood, how your blood type is determined and why some blood types are highly valued for their versatility.
- **What to Expect:** First-time donors can make use of this great explanation of what a donor can expect when they walk into the drive. A narrative takes you through the registration process, health screening and donation itself. There are also handy tips on how to recover in the hours following a donation.
- **Can I give?:** This section will be used often by chairpeople. It takes some of the more common questions you might get regarding donor eligibility and answers them in a forthright manner. You'll be able to handle objections quickly by using this handy guide.

Other website features you can use include a "Stories" section. There you'll find courageous and heartwarming testimonials about the incredible healing power of blood. There's also a prominent tab titled "Social," where you can link to the latest posts from our Facebook, Twitter and YouTube social media platforms.

The CBCO website has always been a useful tool for blood drive chairpeople. Now it's even better!



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.

Tracy Laughlin - Expedia, Springfield, MO

Why do you care enough about blood donation to get involved with CBCO?

Expedia wants to make an impact in the community and with the large employee base we have, it just makes sense. Our employees want to give back and this is something that is easy for them to do.

Do you know anybody who has received blood?

I don't. But that is the thing about blood donation. It could save the life of a stranger or it could be someone close to you.

Do you do anything on your own to promote your drives?

We advertise our drives through email, our events board, flyers in every department and break area, as well as having contacts in every department that help get the word out. We also enjoy a little competition so we often keep score between departments to get the highest participation.

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

The coordinator website is great! It lets us keep track of all of our drives throughout the year as well as connect with our donors.

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

Make it personal. For a lot of people it isn't about why they shouldn't give or don't want to give. They just want to know why they should. So we give them that reason.

How do you overcome objections?

By providing information. Most people who don't donate do it out of some sort of fear. The best way to get past that fear is to make sure they have the information they need and know exactly what will happen every step of the way. The CBCO website has plenty of resources to help with that.



Tracy Laughlin tries to make it personal when she recruits blood donors at Expedia in Springfield.

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: Donating blood is not healthy for me.

According to a study from the Journal of the American Medical Association, researchers found that those aged 43 to 61 had fewer heart attacks and strokes when they donated blood every six months

Myth: Donating will take up too much of my time.

From start to finish, a blood donation usually takes less than an hour. That's a very short time spent to save lives, don't you think?

Myth: You have enough blood inventory to last a long time.

Donated blood has a very short shelf life. Red cells are good for 42 days. Platelets last just five days. Blood is needed every day here in the Ozarks!

The power to help babies - and families

Immediately following the birth of their son Kane, Dave and Liz Lamberson knew something was wrong. "He was very pale and was hooked up to a ventilator almost immediately," Dave said. "First the doctors did an exchange transfusion that was equal to about one quarter of his total blood volume. Then, later, they did a full blood exchange after fearing that he might suffer some brain damage."

Kane made a full recovery, thanks to CBCO blood donors. After the ordeal, the Lambersons became blood donors themselves. Dave had never given before, but now donates on a regular schedule. "I think people, in some cases, are kind of scared to give. They don't know the benefits that their donation has for others. I'm trying to change the attitudes of people by giving and showing others how easy it can be."

Once you see the power of blood, you understand and want to pass it along. Count the Lambersons among the converted. "We always will be forever grateful to the blood donors who gave for Kane," Liz said. "They have literally saved my son's life several times over."

Every drop tells a story. As chairpeople, you know that to be true. Thanks for being an advocate.



Dave and Liz Lamberson experienced the power of blood firsthand with the birth of their son Kane. Now the couple donates blood regularly and encourages others to do the same.

Refreshing new LifePoints reward

There's a new reward in the LifePoints store. It's a stylish heather gray T-shirt with a unique bottlecap design celebrating the great things that blood donors do every day. You'll be wearing your support for local patients everywhere you go!

The T-shirt, in your choice of sizes, is available when you redeem 4,000 LifePoints. Go to www.cbco.org and click on the LifePoints logo to sign up for LifePoints or to claim your reward. This shirt is available for a limited time, so act fast!



More bonus LifePoints opportunities!

Get your donors motivated by letting them know they can get LifePoints donor rewards faster. Donors, on these dates, will receive a 50% bonus!

- 🔥 Monday, Aug. 11 through Sunday, Aug. 17
- 🔥 Thursday, Aug. 28 through Monday, Sept. 8

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7
5

By the Numbers

The average red blood cell transfusion is approximately three pints.

Blood makes up about seven percent of your body's weight.

Every five minutes, a patient in one of our area hospitals uses blood provided by a CBCO donor.

Overstating intentions and understanding possibilities

Most drive chairpeople are dedicated to doing whatever is in their power to bring in as much blood as they can from their group. Over the past two decades, CBCO has honed the fine art of hosting a blood drive to a razor sharpness. We take a historical perspective on what recruitment tactics work positively and we can also tell you about potential speed bumps on the road to a successful drive. Here are things we hear occasionally when a drive chairperson is planning their big event.

♦ **We've got 100 employees. I think we can get 100 donations.** As nice as this notion might be, it's not grounded in reality. It's estimated that only 38 percent of the U.S. population is eligible to give blood and as much as you may try, you're not going to recruit everyone to give. Some just don't want to. Even more can't give for a variety of medical, travel or lifestyle reasons.

The best thing to do in order to accurately anticipate participation is to keep track of who's coming to the drive. Get them to sign up and fill a specific appointment slot. Appointment sheets give you an instant look at how your drive is likely to shape up. It also lets us know what kind of staffing may be necessary to process all donors in a timely manner. It's good to know ahead of time how large your donor response might be.

♦ **I emailed everyone. We should be good to go.** Our experience shows that, while email communication is a great way to spread the word about the drive, your recruitment efforts shouldn't stop there. We've got a variety of additional tools and ideas that will help to spread the word. Remember, the best way to motivate your group to save lives is one-on-one communication. Simply put, ask them to donate. It gives you a chance to handle objections or excuses in a prompt manner and you can alleviate donors who might be afraid. Your CBCO recruiter has a lot of great ideas on how you can motivate and notify donors to make your next drive your best yet!



**Get Social!
Help spread
the word!**

Look for
"ozarksblood" on

