



## Recruitment tools and advice from students - yeah, students

At CBCO, our reaction to a new school year is quite the opposite of a typical student's viewpoint.

We love school.

We love it because students at over 150 area high schools and universities provide over 20,000 blood donations each year. Students are eager to give for a variety of reasons. Some want to get out of class. Some are doing it to impress others. But most are giving because they truly believe - rightfully so - that their donation is having a profound effect on someone's life.

Tapping into that "changing the world for the better" energy is something we should strive for as we promote our own blood drives. Many of the successful strategies employed by student drive leaders can be adapted to our efforts to motivate donors. Here are some great tips.

**- Use a variety of methods for getting the word out.** While the number one way to recruit donors is still to ask them to give personally, there are now MANY ways to do that. Apart from the usual posters and reminders that we provide, student blood drive coordinators cast a wide net when they're informing their potential donors about a drive. Many use text messages, an increasingly common way to contact any young person. Email communications are created, using the school's entire database. Most schools have an electronic newsletter or a prerecorded call that goes out to both students and parents. Create a display for your break room. Host a sign-up table in a common area. Announce the drive through your organization's public address system. The more ways you communicate, the more potential you'll have for a successful drive.

**- Create a buzz.** Get creative and fun. Sometimes classes will compete to get the most donors. You can do that with departments or floors. Offer a pizza party to the winning department. School administrators will agree to do outlandish things sometimes if drive goals are met. Would your bosses be willing to do something that could spur more donations?

**- Student donors sign up for the drive.** Sign-ups are now almost mandatory for these school events. Time spent out of class is carefully planned, as you can imagine. Sign-ups are great predictors of donor volume, letting CBCO know if more staff will be needed during the drive. Sign-ups promote the maximum in participation and customer service with the least amount of disruption to a donor's day.



# 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.

## Deanne Jacobs - Forsyth, MO CBCO Lifetime achievement award recipient

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

I've been coordinating blood drives with CBCO ever since they formed in 1995. I've seen the good work they do. My father used blood during his battle with cancer. I've been giving my O negative blood ever since.

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

Forsyth is a small community. We place a lot of posters in businesses. We split our drives between the Methodist and Baptist churches here and announcements are made there the day before the drives. I have a wonderful group of volunteers that make homemade cookies. We also provide ham sandwiches to donors on the day of the drive. A local restaurant and grocery store provide gift certificates that we'll award from a drawing at the end of the drive.



Deanne Jacobs makes giving blood fun in Forsyth by adding a personal touch to the drives that she oversees.

Of the regulars at this drive, 21 are type O negative. Sometimes I take time to write thank you cards to those donors, because their continued support is very important.

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

I tell them that there's nothing in the world that's more rewarding than to give just an hour of your time to save a life. You are always going to want blood available for your loved ones when they're in trouble. I also think that once you do it, you'll never want to stop!

### How do you overcome objections?

Just by talking to them. Usually you'll find out that people really want to help. Some just need to be talked into it!

## 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: Someone else will always donate.**

It's estimated that just 38 percent of Americans are eligible to give blood. Only around 5 percent do. Blood is needed each and every day and it's not always a given that it will be there when needed.

**Myth: I've got a really common blood type.**

There's really no such thing when it comes to blood needs. If you're a common blood type, your blood is needed by the many patients who share that type with you.

**Myth: I can't give because I recently traveled to Mexico.**

Only travel to certain parts of countries will result in a deferral and those areas are changing all the time. See page 4 of The Beat for more information on this.

## Maggie Sue - and you

Sometimes it's a little easier to give when you can put a face to your blood donation. Here's one you won't want to forget.

Becca Barnett was thrilled to deliver a healthy baby girl named Maggie Sue. She was a beautiful baby, with big blue eyes that melted everyone's heart. But just eight days after her arrival, Maggie Sue contracted Respiratory Syncytial Virus, or RSV. RSV symptoms are much like a common cold for adults. But newborn infants don't have a immune system to easily fight off an infection, and Maggie Sue became very ill. She went into full respiratory failure and spent the next four weeks fighting for her life.

Skilled medical care saved Maggie. So did blood transfusions, which were administered to fight off building carbon dioxide levels in her bloodstream. Maggie Sue made a full recovery, and Becca said that recovery was thanks in part to blood donors.

"I want donors to know that their selfless act saved a baby's life," Becca said. "If it wasn't for blood donors, we wouldn't be a family. I appreciate them more than they'll ever know."



Becca Barnett is thankful to blood donors who helped her daughter Maggie Sue recover from Respiratory Syncytial Virus.

## In Memorial

**Longtime drive chairperson passes away** - CBCO is indebted to longtime Richland, MO area drive chairperson Virginia Scheerer, who passed away in August at the age of 86. Virginia began overseeing blood drives for the American Red Cross at the First Baptist Church when she and her family moved to Richland in 1966. When CBCO began operations in 1995, Virginia came along also. "She was always involved in the community, and when she got into any organization, she really became committed," Virginia's son Tom Scheerer said. "She knew how much good that the blood did for people." With some help from Tom, Virginia Sheerer held blood drives all the way until 2013. CBCO mourns her passing and thanks her for the wonderful things she did for our community.

## Briefly Speaking . . .

**Take that redcellfie!** - CBCO is encouraging blood donors to take a "selfie" photo via their mobile phone while donating blood, then forwarding it to others through Facebook or Twitter. Many times a smiling photo of a friend will be just the prompt that a person needs to come to the drive themselves. We've come up with our own Twitter hashtag, #redcellfie, and our CBCO Facebook page will be alerted by using @ozarksblood when you send it out. Social media can create a great environment where saving lives becomes something that everyone will want to get in on!



42  
5  
55

## By the Numbers

Red cells may be stored before use for 42 days.

Platlets have a much shorter shelf life - only five days.

55 percent of the total volume of blood is made up of a specific component; plasma.

## New travel guidelines to open door for more donors

In August, the Food and Drug Administration eased some of its rules regarding blood donors who travel outside of the country. The new rules have to do with travel specific to malarial risk areas and will make more potential donors able to give despite their travel history.

The main change has to do with the amount of time a person spends in an area. The new guidelines state that if you spend less than 24 hours in an area identified as a malarial risk, you may continue to donate. Previously, donors were deferred if they entered the at-risk areas at all.

Here's a few examples of common travel areas and how the new rule applies:

- ♦ The port city of Roweton, Honduras is a common anchoring point for cruise ships. Americans that stopped there in the past were deferred from giving blood for a full year. The new guidelines eliminate that deferral, if the ship is in port less than 24 hours.
- ♦ Mexican coastal vacations are common, and most tourist resorts in Mexico are OK from a malaria risk standpoint. Past guidelines required a one year deferral for donors who visited rural destinations such as the Mayan ruins, but under the new guideline, donors making a day trip and staying less than 24 hours are no longer deferred.
- ♦ Almost 42 million people pass through the Incheon International Airport in Seoul, South Korea each year. While past rules would prohibit donation for a year if you landed there, the new guidelines allow you donate if you were there less than 24 hours.



Please remember that travel guidelines, including areas that may be at risk for malaria exposure, change often. If a donor has questions about their travel and what it may do to their eligibility status, urge them to call CBCO before their donation at 1-800-280-5337. Donors may also simply show up to give at the next blood drive. Our staff will have the latest information and will advise donors accordingly.

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

Look for "ozarksblood" on

