



## 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.

**Anthony Shirley, Machinist**

**John Deere Reman. Core Center in Strafford, MO**

### What inspired you to be a blood drive chairperson?

I enjoy helping others and when this opportunity came up, I jumped at the chance to help someone in my community.

### How do you promote your blood drives?

When doing a blood drive, I create competitions between departments. It allows the winner to have bragging rights and gets everyone excited. In the past, the winners have won ice cream and cake, but we get more volunteers when offering pizza. We use the posters and flyers that you create to motivate donors to give, but your T-shirts are what adds more volunteers to the list.

### What has been the most effective way for you to recruit blood donors?

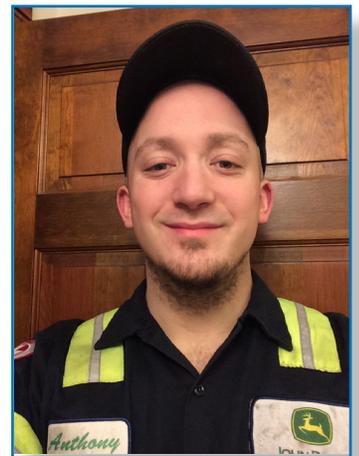
In my opinion, word of mouth is the most effective way to recruit blood donors. Being the Employee Engagement Chairman for John Deere Reman, I have contact with all the departments. It allows me to really push my co-workers to get excited and donate.

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

Consistency! I don't take no for an answer. I keep asking and remind them of all the positives to donating (and persuade them with prizes).

### Has there been a moment that made you feel proud of the fact that you hold blood drives?

When holding the blood drives, I remember it could be a family member, friend, or co-worker who could be needing this blood tomorrow.



Anthony Shirley  
John Deere Reman.  
Core Center

# CBCO donors help newborns like Wyatt

Seven weeks before her baby's due date, Jamie Matney's perfect pregnancy took a sudden turn. She awoke at 4:00 a.m., feeling a gush. "I thought my water broke," she said. But she had suffered a placental abruption, a condition in which the placental lining separates from the uterus.

Wyatt was born via emergency cesarean section at Citizens Memorial Hospital in Bolivar, and then rushed to the neonatal intensive care unit at Cox South Hospital in Springfield. "I got to see him for a few moments and they took him away," she said.

The 3-pound, 10-ounce boy remained in the NICU for four weeks. Three weeks into his stay, he received a blood transfusion, provided by CBCO donors, to treat anemia, which is a deficiency of red blood cells or of hemoglobin in the blood. Once he received the transfusion, though, she did see a difference, with Wyatt's skin going from being pale to having more color.

Infants like Wyatt in need of transfusions receive that blood from O-Negative donors, but first the blood must be drilled down even more to make sure it does not have certain antibodies. The O-Negative donors must also be CMV-Negative, which puts them in a group that we refer to as Baby Quad donors. Cytomegalovirus (CMV) is a relatively common virus that is harmless for most healthy children and adults. While 50% to 80% of the population has been infected with it, most don't ever realize. However, it is safer for infants to receive blood from donors who have not had the virus. Learn more about Baby Quad donors by clicking [HERE](#).

Wyatt is now a healthy, energetic 4-year-old and Jamie just celebrated her third anniversary working in the component lab at CBCO. In addition, she has now donated more than 2 gallons of blood, and appreciates those who donate each day.

"When patients need blood, and that blood is readily available to them, it can give families and patients a glimpse of hope because it is thanks to donors that the blood is immediately available," Jamie said. "This glimpse of hope and encouragement means the world to recipients and their families who may be going through a stressful time."



## We Couldn't Do It Without You!

Volunteers play a vital role in the communities served by CBCO. When we say that we couldn't do it without you, we really mean it. This is evident when looking at the number of hours donated by our donor center volunteers.

Since 2010, CBCO donor center volunteers have logged more than 11,526 hours making a difference, whether it was spent wearing our blood drop costume "Half Pint," offering post-donation snacks, folding T-shirts, helping with our larger events like Bleed Red or Bleed Blue, or notifying donors of a blood drive coming to their school, church, or business.



# Do You Know a Potential CBCO Volunteer?

We're always on the lookout for friendly, helpful volunteers. Do you know someone who is looking for a place to spend time and make a difference?

Opportunities are available at CBCO's donor centers in Springfield, Joplin, Springdale, and Bentonville. Shifts are flexible.

"If you're looking for an indoor volunteer opportunity, with just 45 minutes of training, we'd be happy to work with you whether you need two hours per week or 15 hours per week," said Lori McLerran, CBCO's Center Communications Supervisor.

## DONOR CENTER VOLUNTEER

- Works in the Donor Café to serve refreshments to blood donors.
- Encourages donors to sit for 10-15 minutes after they have donated.
- Alerts CBCO staff if a donor has a donation reaction.
- Keeps refreshments area clean and refreshments readily accessible.
- Occasional T-shirt folding and stuffing bags.
- No medical experience necessary.
- Must be customer service oriented.

Contact Lori McLerran at  
(417) 227-5396 or  
[mclerranl@cbco.org](mailto:mclerranl@cbco.org) for details.



## Social Media Tip Share Your Blood Drive on Facebook

Looking for a way to help boost your blood drive's attendance? Share the details on Facebook!

If your organization has an official Facebook page, get in touch with the person in charge of maintaining that page a couple of weeks before your blood drive. Ask what he or she needs for you to provide (usually the text that you would like to share and a jpg image of your blood drive poster).

Share your blood drive information on Facebook a week before it is scheduled ("It's a week from today!"), the day before it happens ("We'll see you tomorrow!"), and the day of the event ("Today is blood drive day!").

Be sure to tag us so we'll see the post and share it. Tag us by typing @OzarksBlood when uploading the post to Facebook.

If your blood drive is open to the public, share that information on your post so that others will feel welcome to stop by and donate. Include a link to sign up so interested parties can make an appointment to give blood.

On the day of your event, share photos of donors, along with a reminder of the blood drive's location and hours. Even if your blood drive is not open to the public, this is a great way to let everyone know how much your organization cares about the community.

Need help writing a blurb to share? We'd be happy to help! Get in touch with Jill at [slackj@cbco.org](mailto:slackj@cbco.org).

See you on Facebook!



# Focus on LifePoints Lift Partner Agencies

Each month, CBCO focuses on one of our LifePoints Lift partner agencies. When you visit our website at [www.cbco.org](http://www.cbco.org), you'll see a slider rotate through with information about that month's organization and a place to click to learn even more.

Each organization has a unique focus, and our donors can help them work toward their missions by donating their CBCO LifePoints rewards to the organizations. We convert LifePoints to cash for the organizations to use to make a difference.



February – Care to Learn Month

July – Ronald McDonald House Month

March – Northwest Arkansas Food Bank Month

September – Northwest Arkansas Children's Shelter Month

April – CASA Month

October – Breast Cancer Foundation of the Ozarks Month

May – Habitat for Humanity Month

November – Ozarks Food Harvest Month

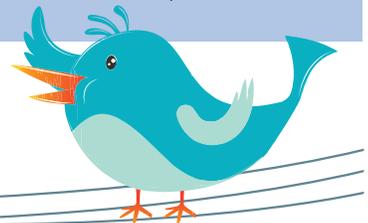
June – American Cancer Society Month

December – The Salvation Army Month



## Get Social! Help spread the word!

Look for "ozarksblood" on



## By The Numbers

65+

Age of patients accounting for 50% of all whole blood and red blood cells transfused (13% of population).\*

24

Number of hours it takes for a donor's body to replenish fluid lost from donation.\*

14

Number of days it can take for a donor's body to replace lost red blood cells.\*

16

Number of weeks donors must wait between double red cell donations.\*

32.3

Percentage of annual blood donors in the U.S. who are first-time donors.\*

48

Approximate number of hours for a blood donation to be processed and available for use by patients.

\* Statistics provided by AABB <http://www.aabb.org/tm/Pages/bloodfaq.aspx>