



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.

Stephanie M. Petersen, Director of Sales
Grand Plaza Hotel & Conference Center, Branson, MO



Stephanie Petersen
Grand Plaza Hotel &
Conference Center

What inspired you to be a blood drive chairperson?

My son Kyle has given blood at every blood drive at Branson High School. He had to have my permission the first time, and every drive after that, he would just come home and hand me the paperwork and say, "I gave blood again today, Mom." I was so inspired by his willingness to give that I decided to host a blood drive at the Grand Plaza Hotel, where I work. Three blood drives later, and I can't wait to host another one. I have known several people who have had to have blood transfusions, including my grandmother who passed away in 2011. Without the blood transfusions, we would have lost her years before.

How do you promote your blood drives?

I mainly use the Grand Plaza's Facebook page to promote the blood drive, however, I love going out to local businesses and handing out the flyers and talking to people about the drive. I also call out to local businesses for donations to give away as prize drawings to anyone who comes to the blood drive, whether they are able to donate or not. We have a lot of employees here at the hotel, and I post a signup sheet by the time clock, too.

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

The posters are a huge help, and it lets me see people face to face to invite them and answer questions they might have about donating. I, of course, use the link to sign up and post it on our Facebook page in an event that I create for each drive.

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

I think the best way to recruit people is to talk to people face to face. So many people have never donated because they are either scared or don't know what to expect. Talking to people face to face is important so you can answer their questions and ease their minds.

Continued on Page 3

Summer Challenge: May We Count on You?

Each year, summer presents a challenge for our industry. Fewer donations come in, due to high schools being out of session and donors going on vacation. Yet the needs of our 40 hospitals do not subside. Add to the mix the fact that we're seeing more deferrals due to reasons such as low iron.

That's why we're asking for your assistance right now. If your group is holding a summer blood drive, please stress to your donors that their blood is needed now more than ever. Remind them about the blood drive and encourage them to schedule an appointment.

If your group is not scheduled to hold a summer blood drive, your donors might still be able to give blood without having a negative effect on your future drives. So take a look at the date of your next drive and let your donors know they can donate at one of our donor centers or another mobile blood drive, as long as there will be an eight-week buffer (56 days) between their donation and your next drive. By visiting <http://www.cbco.org/donate-blood>, your donors may click on a blue box to search for blood drives by city, county, etc. On the same page, they'll find locations and hours of our four donor centers.

Thanks, Lifesavers!



Summer T-shirt Frenzy!

Participate in a mobile blood drive or give blood at one of our four donor centers from June 1, 2017, to July 31, 2017, and you'll receive our 2017 summer T-shirt!

Summer is traditionally a challenge for us to collect blood, since high schools (one of our biggest sources of donors) are not in session and donors are on vacation. To help us get through the lull, we're offering this fun T-shirt and we hope we'll see you soon!

Why Do You Donate Blood?

A recent study by the National Blood Foundation asked more than 5,000 current and past blood donors their reasons for donating blood. Nearly three-quarters said that they give blood to help others. Additional top answers included that giving blood:

- makes them feel good about themselves
- supports their local communities and hospitals
- supports their community culture
- pays back society for the times when they or their families have needed blood transfusions in the past.

Source: AABB - <http://www.aabb.org/tm/donation/Pages/whydonate.aspx>



How do you overcome objections to donating blood?

I have run across a lot of people who say, "Oh, I would love to donate, but I can't." I always ask why, because most people think they can't because of the medication they take or because they have travelled out of the country, etc. I made sure that I was well informed about what makes people ineligible to donate so I can correct them and reassure them that they can, in fact, donate. To the people who say they are scared to donate, I simply say, "It would be far scarier to see your loved one in the hospital needing a blood transfusion and no blood being available."

Has there been a moment that made you feel like all of the planning was worth it?

Just seeing the people who come to my blood drives so willing to give to others makes it all worthwhile.

Blood Transfusions Received Following Emergency C-section

One of the happiest days of Erin Fers' life came way too close to being the last day of her life. An emergency cesarean section was required to deliver her first baby, at Mercy Springfield, and she lost a lot of blood. By the time she and her newborn daughter were moved to their hospital room, it became apparent that she would need a blood transfusion. Thanks to generous CBCO donors, the blood she needed was available.

"With the second (transfusion), I started to get my color back and started feeling a little bit of difference," Erin said. It took about a week for her to begin feeling like her energy level was returning.

Her daughter is now six years old. Erin, now a mother of two, is a college student working toward a nursing degree.

"I could have died that day," Erin said. "If I wouldn't have received blood, who knows? I'm super thankful to the donors, because it saved my life."

Click [HERE](#) to read the full story.



Erin Fers

By The Numbers

36,000

Number of units of red blood cells needed each day in U.S. hospitals and emergency facilities.

7,000

Number of units of platelets needed each day in the U.S.

10,000

Number of units of plasma needed each day in the U.S.

230

Number of donations CBCO needs to receive each day to meet the needs of 40 local hospitals.

38

Percent of U.S. population eligible to donate blood at any given time.

10

Less than 10% of those eligible in the U.S. donate annually.

65

Those age 65 and older account for approximately 13% of the population, but require 50% of the blood transfusions each year.

Source: AABB - <http://www.aabb.org/tm/Pages/bloodfaq.aspx#a2>

Use Social Media to Boost Your Blood Drives

Build excitement about your blood drive by partnering with us on social media! It's a great way to complement your other marketing efforts. Think it isn't worth the effort? Your team members (and donors) are already hanging out online. According to Pew Research Center's Social Media Update 2016:

- 79% of internet users (68% of all U.S. adults) use Facebook. *
- 32% of internet users (28% of all U.S. adults) use Instagram. *
- 24% of internet users (21% of all U.S. adults) use Twitter. *
- 31% of internet users (26% of all U.S. adults) use Pinterest. *

In addition, 76% of Facebook users are daily visitors, while 55% of them access the platform several times each day. Half of Instagram users visit the site daily, with 35% logging in several times each day. And 42% of Twitter users visit the site daily, with 23% checking the site multiple times each day.

Now that we know your team members are social media savvy, let's take advantage of that fact and let them help spread the word about your blood drives.

Tips for using social media to help increase awareness and attendance for your blood drives:

- Prior to your drive, post to let team members know the drive is coming up.
- Encourage team members to retweet and share your posts.
- Create a Facebook event page. Share the link to the event on your main Facebook page and Twitter. Invite team members to click "Going."
- Remind team members about the blood drive via social media a week out, the day before, and the day of the blood drive.
- Post again during the blood drive. Even if your blood drive is closed to the public, sharing photos is a great way to let the community know how much you care.
- Photos of happy blood donors are a great way to spread the word. Encourage team members to take a selfie while they're donating blood, and ask them to use our hashtag -- #redcellfie -- so we'll find it and share.
- Have any of your team members reached a milestone donation and received a CBCO pin during your blood drive? That's a great photo opp!

Be sure to tag us so we'll see your posts and share them! Tag us by using **@OzarksBlood** on Twitter. On Facebook, start typing **@OzarksBlood** and "Community Blood Center of the Ozarks" will appear in a box of options from which to choose. Click on our name, and it will tag us in your post.

Looking for specific tips? Would you like for us to write social media posts for you, so all you have to do is copy/paste? Send an email to **slackj@cbco.org**.

* Source: Pew Research Center - <http://www.pewinternet.org/2016/11/11/social-media-update-2016>

Get Social! Help spread the word!

Look for "ozarksblood" on

