Blood Drive Coordinator Handbook

www.communitybloodservices.org
How Blood Donations Help Save Lives...

Eleanor Hahn

Eleanor Hahn was just 15 when she and her family received startling news: Eleanor had bone cancer. During the next eight months, Eleanor had surgery on her arm, underwent chemotherapy, and received blood transfusions to keep her strong. Eleanor, now a college student, will never forget how volunteer blood donors made a difference in her life.

Shayne James

At 18 months old Shayne James was diagnosed with acute lymphocytic leukemia. Dozens of blood transfusions were needed to treat his disease. Today, Shayne enjoys spending time with his sister and brother and Shayne’s parents are ardent advocates for blood donation who run annual blood drives in their community.
Why Donating Blood Is Important!

There is a constant, ongoing need for blood to ensure it is always available for anyone who needs it. It cannot be manufactured and its only source is healthy, caring and generous volunteer donors who understand that giving blood will help critically ill patients in their community.

**QUICK FACTS**

- A person has approximately 10-12 pints of blood in his/her body
- There are four major blood types: A, B, AB and O
- The universal blood type is O negative which can be transfused to any patient regardless of his or her blood type
- Less than 5% of the population donates blood, yet 80% of the population will need a blood product sometime in their lives
- Nearly 4 million Americans would die each year without life-saving blood transfusions
- You cannot get AIDS from giving blood
- The rarest blood type is the one that is not available at the time it is needed!

Anyone in Good Health Can Donate Blood

- Donors must be at least 16 years old. (16 and 17 with parental permission) NY residents who are over 75 years old must be healthy and may need a note from their doctor
- Donors must weigh at least 110 pounds
- Medications frequently taken by healthy individuals, such as aspirin, thyroid, diabetes and blood pressure medications, are not reasons for deferral. All medications will be evaluated with the blood center staff before a donor donates.
The Donation Process

Donors must register and answer health history questions every time they donate. This is an FDA requirement that helps keep the blood supply safe.

All donors receive a medical screening that includes hemoglobin, blood pressure, temperature and pulse.

Donors relax in a comfortable bed while a highly skilled phlebotomist collects their blood. Blood donors can save a life in less than 15 minutes!

Donors will be served light refreshments in the donor canteen following their donations.

How will I feel after I donate?
The majority of donors feel great after giving blood. You should eat a complete meal and drink plenty of fluids prior to donating, then take it easy afterwards.
Blood Facts 101

**Blood Cells Are Produced in Bone Marrow**
Red cells, white cells and platelets are made in the marrow of bones, especially the vertebrae, ribs, hips, skull and sternum. These essential blood cells fight infection, carry oxygen and help control bleeding.

**Plasma Carries Blood Cells**
Plasma is a pale, yellow mixture of water, proteins and salts. One of the functions of plasma is to act as a carrier for blood cells, nutrients, enzymes and hormones.

**Red Blood Cells Deliver Oxygen**
Red blood cells are disc-shaped cells containing hemoglobin, which enables the cells to pick up and deliver oxygen to all parts of the body, then pick up carbon dioxide and remove it from tissues.

**White Cells Defend the Body**
White cells are the body’s primary defense against infection. They can move out of the blood stream and reach tissues being invaded by microbes and foreign bodies.

**Blood Types Determine Donor-Recipient Matches**
The approximate distribution of blood types in the U.S. population (distribution is different for specific racial and ethnic groups):

<table>
<thead>
<tr>
<th>Blood Type</th>
<th>% of Population</th>
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<tbody>
<tr>
<td>O+</td>
<td>38%</td>
</tr>
<tr>
<td>O-</td>
<td>7%</td>
</tr>
<tr>
<td>A+</td>
<td>34%</td>
</tr>
<tr>
<td>A-</td>
<td>6%</td>
</tr>
<tr>
<td>B+</td>
<td>9%</td>
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<td>B-</td>
<td>2%</td>
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<tr>
<td>AB+</td>
<td>3%</td>
</tr>
<tr>
<td>AB-</td>
<td>1%</td>
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Information provided by AABB
Types of Blood Donation

A Whole Blood donation is the most common and simple type of donation. Blood is collected from the donor, sent to the laboratory and then separated into components (platelets, red cells, plasma). The donation process takes less than 15 minutes.

A Platelet Apheresis donation is a special type of donation in which technology separates the blood collected from the donor into components. The platelets are collected and the remaining components (red cells and plasma) are returned to the donor.

A Plasma Apheresis donation is also a special type of donation using technology that collects blood from the donor and separates it into components. The plasma is collected and the remaining components (red cells and platelets) are returned to the donor. Our new multi-plasma donation program can collect up to four patient ready doses of plasma from eligible donors.

An Automated Red Cell donation collects the most needed blood products, saving up to two lives at one time. Through the use of technology, red cells are collected and the remaining components (plasma and platelets) are returned to the donor.

Donation Intervals

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<table>
<thead>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Whole Blood</td>
<td>56 Days</td>
</tr>
<tr>
<td>Platelets</td>
<td>3 Days</td>
</tr>
<tr>
<td>Plasma</td>
<td>30 Days</td>
</tr>
<tr>
<td>Automated Red Cell</td>
<td>112 Days</td>
</tr>
</tbody>
</table>

How is my whole blood donation used by patients?

The unit of blood you donate will be separated into three components: red blood cells, platelets, and plasma. Red cells are given to patients who are anemic or have suffered severe blood loss. Plasma can be used to treat trauma and burn patients. Platelets help clot the blood and are used to help treat patients with cancer or blood disorders.
Become a Coordinator and Help Save Lives By Organizing a Blood Drive!

Hosting a successful blood drive is as easy at 1, 2, 3.

**Step 1:** A Community Blood Services’ account manager works closely with you to schedule a date, time and location for the drive

**Step 2:** The coordinator forms a small committee to help promote the drive, post fliers, and encourage individuals to participate and donate blood

**Step 3:** Following the drive, we recommend that you thank those who donated and helped save lives in their community

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**Recruitment Tips**

- Publicize the drive by placing posters and other printed materials provided to you from your account manager in high-traffic areas where they will be seen
- Increase the awareness of potential donors by educating them about how important it is to donate
- If you have hosted a drive previously, contact donors from that drive to schedule appointments
- Promote your drive via email and social media, such as Facebook and Twitter
- Encourage your school, town officials, church leader or CEO to send email or voicemail messages
- Use our convenient on-line scheduling program
- Link your website to Community Blood Services’ website for information on blood donation, how to access our Health & Wellness Center and available donor programs
- Be personable and ask donors face-to-face to give blood - the most common reason for people not donating is that they were never asked
- Make reminder calls to those who signed up to donate, confirm date and time of appointment and thank them for helping to save a life
# Coordinator Blood Drive Checklist

## 12 to 10 weeks prior to drive
- Confirm blood drive date, time and appropriate collection site location
- Identify team leaders and volunteers and form a blood drive committee

## 8 to 5 weeks prior to drive
- Meet with blood drive committee and plan recruitment strategy
- Begin implementation of communication plan and distribute fliers and posters to committee members
- Send email to donors, post on Facebook and Twitter
- Begin active recruitment of donors and schedule appointments

## 4 weeks prior to drive
- Ensure all marketing materials are in high traffic or common areas
- Review and evaluate response to blood drive sign-ups - if sign-ups are low, intensify recruitment efforts through face-to-face contact, telephone calls, email, Facebook and Twitter
- Contact your account manager and provide update on donor sign-ups

## 2 weeks prior to drive
- Finalize all plans and ensure all marketing materials are posted
- Review and evaluate donor sign-up responses and provide account manager with number of donor appointments

## 1 week prior to drive
- Ensure inside collection site arrangements or parking for bloodmobile is confirmed
- Confirm appointments with donors
- Discuss drive details and update appointments with account manager

## 2 days prior to drive
- Fax donor appointment schedule to account manager
- Provide for someone to be at the drive location when Community Blood Services staff arrives
- If drive is to be held inside, be sure room is clear of all furniture as discussed with your account manager
- Remind donors of their scheduled appointments
Blood Drive Recruitment Tools

Posters & Flyers

Social Media

Did you know that you can do the following electronically?

- Schedule your next appointment
- Review your donation record
- Find donation opportunities
- Review your personal information
- Manage your contact preferences
- Contact Us

Visit our website at
www.communitybloodservices.org

Click on [DONOR LOGIN]

- Click “Have a Donor ID but no password”
- You will be prompted to enter your Donor ID and Date of Birth.
- Click on “Submit” and follow the screen prompts.

For more information, please call (856) 229-1500
Donor Programs

The HLA Registry
A member of the National Marrow Donor Program’s Be The Match registry dedicated for more than 20 years to finding compatible unrelated volunteer bone marrow and blood stem cell donors for lifesaving transplants to patients with potentially fatal blood diseases

BloodLinks Rare Donor Program
Identifies donors who are unique matches to patients in our diverse communities with special, rare blood types and encourages regular donations from them to ensure these rare types are available when seriously ill patients need them

Special Delivery Donor Club
Encourages regular donations from Type O negative cmv negative donors to ensure we can meet the transfusion needs of our tiniest hospital patients who need cmv negative blood

Most Valuable Plasma (MVP) Donor Club
Encourages regular and/or multi-plasma donations from male plasma donors to ensure we can meet the needs of the burn and trauma patients in our community hospitals

KidzKare
Engages students, parents and teachers to organize/promote community blood drives at elementary/middle schools, earning valuable books for their school or community libraries for each lifesaving donation

Donorplus Rewards
Recognizes and rewards the loyalty and generosity of our volunteer blood, platelet and plasma donors with points they earn for their donations which can be redeemed for a wide variety of gifts and gift cards

Academic Blood Challenge
Educates high school students on the importance of blood donation and gives schools the opportunity to earn valuable scholarships by running blood drives at their schools
About Us

Founded in 1953, Community Blood Services is a not-for-profit organization devoted to serving the community’s transfusion medicine needs and helping to save thousands of lives each year. We provide blood and blood products for patients to hospitals in New Jersey and New York. In addition, we offer convenient donor collection sites throughout the region and run mobile drives at schools, churches and businesses on one of our bloodmobiles.

Our Lifesaving Services:

- Blood Services
- The New Jersey Cord Blood Bank (public bank)
- The Elie Katz Umbilical Cord Blood Program (private bank)
- The HLA Registry (bone marrow)

Our Mission

Promote the health of our community by providing high-quality blood and tissue services, education and innovative research, utilizing state-of-the-art technology in synergy with strategic partnerships and alliances.

Corporate Headquarters

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