As an independent nonprofit organization since 1955, The Community Blood Center (CBC) works with donors to provide a steady and reliable blood supply for local hospitals in Wisconsin and Michigan.

Collecting a full range of blood components, CBC processes donations in our on-site, state-of-the-art laboratory, then prepares and transports them to area hospitals. With enormous support from community partners and generous volunteers, together we ensure blood is always available to patients in crucial times of need.

In this guide you will find tips for hosting great blood drives, information on blood donation, recruitment tips, and information regarding the Gallon Grad and High School Scholarship Programs.
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Blood carries gases, nutrients and waste products through the body. Blood also fights infections, heals wounds and performs many other vital functions.

There is no substitute for human blood. It cannot be made or manufactured. Volunteer blood donors are the only source of blood for patients who need blood transfusions. Blood contains a number of different components, and doctors use component transfusions to give patients exactly what they need.

- Blood contains three different components: red blood cells, platelets and plasma.
- There is no substitute for blood or its components.
- We must rely on volunteers to donate it.
- There are four main blood types:
  - A, B, AB and O
  - The blood type of a donor determines who can receive their donation.

### Functions

<table>
<thead>
<tr>
<th>Component</th>
<th>Function</th>
<th>Shelf Life</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Red Blood Cells</strong></td>
<td>Carries oxygen to the body’s organs and tissues</td>
<td>42 Days</td>
<td>Trauma victims, surgery patients</td>
</tr>
<tr>
<td><strong>Platelets</strong></td>
<td>Controls bleeding by forming clots</td>
<td>5 Days</td>
<td>Cancer patients, trauma victims</td>
</tr>
<tr>
<td><strong>Plasma</strong></td>
<td>Contains proteins that help stop bleeding</td>
<td>1 Year</td>
<td>Burn or trauma victims</td>
</tr>
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### Blood Type Distribution & Compatibility in America

<table>
<thead>
<tr>
<th>Blood Type</th>
<th>% of Population</th>
<th>You Can Give Blood To</th>
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</thead>
<tbody>
<tr>
<td>O+</td>
<td>39%</td>
<td>O+, A+, B+, AB+</td>
</tr>
<tr>
<td>O-</td>
<td>9%</td>
<td>EVERYONE</td>
</tr>
<tr>
<td>A+</td>
<td>31%</td>
<td>A+, AB+</td>
</tr>
<tr>
<td>A-</td>
<td>6%</td>
<td>A-, AB+</td>
</tr>
<tr>
<td>B+</td>
<td>9%</td>
<td>B+, AB+</td>
</tr>
<tr>
<td>B-</td>
<td>2%</td>
<td>B-, AB+</td>
</tr>
<tr>
<td>AB+</td>
<td>3%</td>
<td>AB+</td>
</tr>
<tr>
<td>AB-</td>
<td>1%</td>
<td>AB+, AB-</td>
</tr>
</tbody>
</table>

- Blood types are determined by genetics.
- The distribution of blood types varies from country to country, depending on the ethnic background of the population.
- Donors can give whole blood every 56 days.

This chart shows the distribution of these blood types, and blood compatibility, in America.
HOW BLOOD DONATION WORKS

ELIGIBILITY

DONORS MUST:

- Be 17 years old (16 with parental or guardian consent)
- Weigh at least 110 lbs.
- Be in good general health
- Undergo a brief health screening before donation
- Have a hemoglobin level for women of 12.5 mg/L
- Have a hemoglobin level for men of 13.0 mg/L

WHAT TO BRING

- PHOTO ID
- LIST OF MEDICATIONS
- 16-YR-OLD PERMISSION SLIP (IF APPLICABLE)
- INTERNATIONAL TRAVEL HISTORY

PREPARATION

SEVERAL DAYS BEFORE DONATION:

- Drink plenty of water (8-10 glasses a day)
- Eat healthy meals and pump up your iron by incorporating iron-rich foods into your diet
- Sleep well the night before

BEFORE YOU GIVE BLOOD:

- Eat a healthy lunch and breakfast
- Drink plenty of water (8-10 glasses)
- Avoid caffeine
- Wear a short-sleeve shirt, or loose, comfortable clothing
The whole blood donation process, from registration to cookies, takes less than an hour!

**STEP 1: REGISTRATION**

When you sign in, let CBC staff know if this is your first time giving blood.

Staff will give you a clear breakdown of the process.

**STEP 2: SCREENING**

You will be directed to a private screening booth where staff will ask about your health and travel history.

Donation staff will also check your:
- Temperature
- Pulse
- Blood pressure
- Hemoglobin level (small blood sample)

**STEP 3: DONATION**

Before you donate, you will visit the hydration station. You will then be directed to a donor bed for the donation.

Donations take typically about 8 to 10 minutes:
- Certain types of donations, such as platelets and plasma, may take longer.

**STEP 4: AFTER DONATION**

Please enjoy a snack and beverage after you donate.

After 15 minutes, you are able to leave!
Make an Impact with Facts

Use the following powerful statistics on your promotional materials to entice donors.

1. More than 15 million pints of blood are transfused in the U.S. each year.
2. Healthy adults can donate whole blood every 56 days or approximately every two months.
3. O- is the universal blood type that can be given to anyone!
4. 1 out of 7 people entering a hospital needs blood.
5. Someone needs blood every 2 seconds.
6. There is no substitute for human blood.
7. 1 pint of blood can help save up to 3 lives.
8. 1 out of 7 people entering a hospital needs blood.
9. You’ll save lives tomorrow.
10. More than 15 million pints of blood are transfused in the U.S. each year.

Donate today.
STEP 1: BUILD A RECRUITMENT TEAM!

A recruitment team is a special group of individuals dedicated to all aspects of planning a successful blood drive.

- A faculty member (advisor, teacher, administrator, etc.) should serve as the main chairperson for the blood drive. The faculty member should be involved in all aspects of the blood drive and will be the contact between the school and CBC.
- A student sponsor group (NHS, Student Council, health class, marketing class, etc.) should be responsible for publicizing the drive.

The recruitment team engages students, faculty and community members to become proud blood donors. A CBC Representative can meet with the team to provide the following important information:

- Education about the blood donation process
- Education about donor eligibility
- Recruitment strategies (Class, faculty and/or school competitions, etc.)
- A well organized and successful blood drive requires specific roles to be assigned to team members. It is a good idea to involve underclassmen in the planning process to prepare them for planning future blood drives

STEP 2: SET THE DATE

Setting the blood drive date 6 - 12 months in advance guarantees ample time for planning and recruiting blood donors. A CBC Representative will work closely with you to select a date.

Consider the following when selecting a blood drive date:

- Will the date conflict with another major school activity (testing, class trips, concerts, sporting events)?
- Will the date conflict with a school holiday (spring break, Christmas break, planned early release, late start)?

Don’t forget to get the date of the blood drive on the school calendar!
STEP 3: FIND A LOCATION

Every successful blood drive has a convenient, and easily accessible, location for donors.

Inside Set-Up:

• A large area with ample lighting that allows the blood drive to be all in one room, if possible.
  → Gymnasium, band/choir room, large multi-purpose room
• Several electrical outlets available
• No stairs to access
• Be cleared in advance for the blood drive equipment

Mobile Parking Lot Set-Up:

• Ample parking space
• Parked close to an entrance
• Level parking area

Having trouble finding a suitable blood drive location? A CBC Representative will help you find the right location for your blood drive.

STEP 4: SET A GOAL!

Setting an appropriate goal for the blood drive is the key element to the success of the event. A CBC Representative will work with the recruitment team to set a goal that is achievable for the blood drive.

The following factors should be considered when setting a blood drive goal:

• The total number of students age 16 and older
• The number of staff, parents and community members available to donate
• The number of donors who have participated in past blood drives
• The number of donors who participate in schools of similar size

STEP 5: PROMOTE THE BLOOD DRIVE

Marketing the blood drive is an excellent way to create awareness about the blood drive. A CBC Representative will work with on providing marketing ideas for the blood drive (posters, handouts, class presentations, etc).

• Create a commercial for your high school announcements.
• Create a social media event page.
• Hang blood donor posters on student’s lockers that have signed up to donate.
• Come up with a theme and paint windows
To ensure a successful blood drive, coordinators should schedule donation appointments in advance to create a steady flow and minimize wait times. A CBC Recruiter will work with you directly to customize a personalized recruitment plan for your High School. Here are ways to be proactive in donor recruitment:

**AT YOUR SCHOOL**
- Go classroom-to-classroom, one week before the blood drive with the schedule to sign up donors
- Schedule a presentation with your CBC Representative
- Make announcements on school PA system
- Hold a competition between senior, junior, sophomore classes and faculty
- Hold a competition between a rival High School
- Sign donors up during lunch or study hall
- Give your blood drive a theme get classmates involved
- Create a social media event
- Send text messages
- Hang blood donor posters on lockers of students that have signed up
- Provide a sign up table at high school events

**PAST PARTICIPANT LISTS**
- Your CBC Recruiter can provide a list of past donors eligible to donate at your next blood drive

**SIGN-UP TABLES**
- Have a sign-up table before your blood drive to raise awareness, answer donors questions, and schedule appointments

**SPEAKER’S BUREAU**
- Invite your CBC Recruiter to present at your organization
- After, have a sign-up sheet on hand and ask people to schedule appointments

**GET CREATIVE!**
- Brainstorm new ways to encourage others to give blood

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**DONATE BLOOD**
MANAGE YOUR BLOOD DRIVE ONLINE:
WWW.SAVE3LIVES.ORG/SITECOORDINATOR

A CBC Recruiter will create a donation appointment schedule for your blood drive, which is accessible online at www.save3lives.org/sitecoordinator, and will provide in-person training for online scheduling.

COORDINATORS

- View your blood drive’s schedule online.
- Visit save3lives.org/site coordinator to:
  - Recruit donors for your drive
  - Thank people for donating
  - Create and update donor appointments
- At the login screen enter your username and password that will be provided by your CBC Recruiter.
  - Remember to keep them confidential

TIPS FOR SUCCESS

- Include the website address in all of your correspondence with donors. Be sure to include a call to action in all of your emails.
  - Example: “Visit save3lives.org today to schedule your appointment!”
- Send a variety of customized emails to potential donors in your school.
  - Keep in mind that every message speaks differently to donors.
- Encourage your donors to schedule appointments in advance.
  - This allows our staff members the ability to provide exceptional customer service to all of your donors.
The Community Blood Center (CBC), your local community blood provider, is dedicated to supporting local high schools and high school students pursuing higher education through The Community Blood Center High School Scholarship Program. This scholarship aims to:

- Educate and increase awareness of the need for life-long blood donation and volunteer service
- Celebrate and promote community involvement
- Share the importance of helping others through blood donation
- Help high school students obtain transferable skills in areas such as leadership, marketing, and science

The program will award each partnering high school scholarship funds (based on student population) to be applied to the recipients’ college education, and is chosen by a committee comprised of high school staff. This partnership benefits your school’s scholarship fund while supporting the blood needs of the entire community. Together, we can deliver positive life lessons for high school students through the emphasis of the significance of a life-long impact of blood donation and community involvement.

**HIGH SCHOOL SPONSOR SITE QUALIFICATIONS**

- Each school must host an on-site blood drive at least two times each academic year and be a participating member of the CBC Gallon Grad Program.
- For each blood drive event, high school students or a student group (e.g. National Honor Society, Key Club, Student Council, Science Club, etc.) must be involved in the pre-drive planning, recruitment of donors, promotion and implementation of details for the drive, along with a faculty or staff member serving as the main contact.
- CBC defines an on-site blood drive as any blood drive that is held on school district property. This may include high schools, administrative buildings, elementary schools or middle schools.
- Student Representative(s) from each school must hold a planning meeting and organizational meeting with a CBC Representative.
- Each school agrees to disclose the name(s) of all scholarship recipients, each of whom must be an eligible high school senior pursuing higher education. Students chosen should have participated in the school’s blood program as a donor, recruiter or volunteer.
- Each school agrees to submit the winning application(s) to CBC for possible use in future materials promoting blood donation.

**BONUS**

An additional $500 scholarship is available to a student if the school contributes more than 150 units of blood to CBC during the school year!

**SUGGESTIONS!**

- Submit an essay or blog entry (max 500 words)
- Create a web page
- Film a commercial or video (max 1 minute)
- Record a song (max 3 minutes and must submit lyrics)
- Any other creative media you can think of!
SCHOLARSHIP FUND DISBURSEMENT

The contribution must be used as an award of a scholarship or scholarships for graduating students enrolling in an institute of higher education, and may be divided into ($500 minimum) increments at the discretion of the high school. These funds will be sent directly to the students’ choice of institution of higher learning.

HIGH SCHOOL DIVISION DISTRIBUTIONS:

- Division 3 - School with less than 100 seniors: $500 (1 scholarship awarded)
- Division 2 - School with 101-175 seniors: $1,000 (2 scholarships awarded)
- Division 1 - School with more than 176 seniors: $1,500 (2-3 scholarships awarded)

To ensure compliance with regulatory guidelines, the scholarship that is earned can be used only for scholarship purposes and not for any other school projects. The scholarship funds must be transferred directly from CBC to the institution of higher education that the recipient will be attending after high school. Individual scholarships will be awarded in the Spring of 2017 for the 2016-2017 academic year.

STUDENT SCHOLARSHIP CONSIDERATION POINTS

- Creativity of the entry, as well as its ability to be used for a future promotion of blood donation
- Participation in the school’s blood drive program as a donor, recruiter or volunteer
- Leadership role in school’s blood drive(s)
- Number of blood drives organized and/or attended
- Success rate of organized blood drive
- Quantity of blood donated
- Personal recruitment of new blood donors
- Recommendation by peers
- Breadth of community service
- Commitment beyond school calendar year

For more information, or to download a scholarship application form, visit www.communityblood.org/programs/high-school-scholarship.
Let students know they have the chance to save up to 24 lives before graduation! Creating awareness of this program is key for active participation, and involvement in this program creates valuable leadership experience. CBC provides Gallon Grad recipients a graduation cord, which is a great way to be recognized for their contributions to the community on their graduation day.

In order to qualify for the program, high school students need to donate 8 times prior to their graduation. For more information, visit www.communityblood.org/programs/gallon-grad.

PARTICIPATING STUDENTS WHO REACH GOAL WILL RECEIVE:

- Graduation Cord
- Gallon Grad Certificate
- Awards Night Recognition

REQUIREMENTS FOR DONORS TO PARTICIPATE:

- Donate blood 8 times before graduation at a high school blood drive, CBC mobile blood drive or one of our CBC locations (Appleton, Oshkosh, Little Chute or Woodruff)
- Weigh at least 110lbs.
- Be in good general health
- Blood donors must be 17 years old (16 with parental or guardian consent)
  - Donors under 17 must provide a signed 16 Year Old Permission Slip, which can be found online at www.communityblood.org/programs/gallon-grad

BECOME A Gallon Grad

Donate 8 times prior to graduation and save up to 24 LIVES!

Before you donate: ✓ Bring a photo ID ✓ Drink lots of water ✓ Eat a hearty meal