

Blood Drive Coordinator Handbook



- Tips for great blood drives
- Information on blood donation
- Techniques for recruiting donors

*Give Blood,
Give Life!*



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Table of Contents

About the Community Blood Center.....	3
A Blood Recipient's Story.....	4
Path for Success.....	5
Blood Drive Timeline.....	7
Promotional Materials.....	9
Sample Blood Drive Schedule.....	10
Manage Your Blood Drive Online.....	11
Donor Recruitment Script.....	13
Donor Recruitment Tips.....	14
Pictures and the Media.....	15
Recognition.....	16
Gallon Grad Program.....	17
What is Blood?.....	18
Blood Types.....	19
Donations & Transfusions.....	20
Donating Blood.....	21
Low Hemoglobin Deferral.....	23
52 Facts About Blood Donation.....	24

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About the Community Blood Center



For more than 50 years, the Community Blood Center has worked with generous donors to provide blood for hospital patients.

The Community Blood Center provides blood to 18 hospitals in Wisconsin and Michigan. As a nonprofit organization, the blood center is committed to serving hospitals and their patients.

Address

The Community Blood Center
4406 W. Spencer Street
Appleton, WI 54914

Website

www.communityblood.org

Main Phone Line

(800) 280-4102

Donor Recruitment

Phone (800) 280-4102

Fax (920) 832-8315

Hospitals served by the Community Blood Center

The Community Blood Center provides 100% of the blood used by patients in these hospitals.

- Appleton Medical Center
- St. Elizabeth Hospital, Appleton
- Theda Clark Medical Center, Neenah
- Children's Hospital of Wisconsin-Fox Valley, Neenah
- Calumet Medical Center, Chilton
- Mercy Medical Center, Oshkosh
- Aurora Medical Center, Oshkosh
- Ripon Medical Center
- New London Family Medical Center
- Riverside Medical Center, Waupaca
- Wild Rose Community Memorial Hospital
- Berlin Memorial Hospital
- Ministry Good Samaritan Health Center, Merrill
- Howard Young Medical Center, Woodruff
- Ministry Eagle River Memorial Hospital
- Ministry Saint Mary's Hospital, Rhinelander
- Ministry Sacred Heart Hospital, Tomahawk
- Oscar G. Johnson VA Medical Center, Iron Mountain (MI)

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A Blood Recipient's Story

The holiday season is a busy time for everyone. A few years ago, in December of 2007, the season certainly seemed busy to me. I was doing a lot, and feeling run-down. Physical activity seemed to be getting harder, and I thought I had the flu.

Then one day I was so winded after climbing the stairs, I had to sit down so I could catch my breath. It was only a few weeks before Christmas, but I knew I had to make an appointment to see a doctor and find out what was wrong.

On January 4, I walked into the Aurora clinic in Oshkosh for some blood tests. At 7:30 p.m. that night I was still there, with an IV in my arm receiving fluids. They kept me overnight at the hospital, but I still wasn't sure what was wrong with me.

The next morning I met with a hematologist. He said my blood was loaded with leukemia cells. I had known something was wrong, but wasn't expecting to hear that I had leukemia!

I stayed at Aurora through the weekend, and received some blood transfusions to replace those being destroyed by the leukemia. On Monday afternoon I checked in at Appleton Medical Center. My chemotherapy treatments began the next day.

I was a single mom, so my parents watched my child while I was in the hospital. My first 7 days at Appleton Medical Center were spent receiving around-the-clock chemotherapy treatments. After the treatments were done I had to spend the next three weeks at the hospital while my blood counts returned to normal. Although a bone marrow biopsy indicated the cancer was gone, I still had to go through more rounds of out-patient chemotherapy for the next several months.

My cancer treatments included a total of 5 rounds of chemo. After each 6-day treatment, I could definitely tell the difference in my body. I would get worn down because of my low blood count, and would need more transfusions. Every time I went through a chemotherapy treatment, I would also receive transfusions. I needed 4-5 units of red blood cells and 3-5 units of platelets during each round of chemo until my body could produce blood cells and platelets on its own.

I spent a portion of the last two rounds of chemotherapy in the hospital due to an infection in my bloodstream. Because my white blood cell count would drop to practically nothing, I was very susceptible to infections. During the final round of chemotherapy I ran a 105-degree fever. I received treatments and got better, but needed additional transfusions during that hospital stay.

My last treatment was in May of 2008. Every 6 months I still have to go in for blood work. I always wonder in the back of my mind if everything is still okay, so it's a relief to have the blood work done and learn that I am still cancer-free.

If I could speak to blood donors, I would thank them for giving up some of their own personal time to donate- giving blood for someone they don't even know! It truly does save lives!

Julie from Oshkosh, WI

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Path for Success

Schedule Blood Drives

Teaming up with your Community Blood Center Recruiter to schedule blood drives is the first step. Setting your drive dates in advance helps the Community Blood Center plan a steady supply of blood for the hospitals. Blood drives can be scheduled up to one year in advance.

Form a Blood Drive Committee

Blood Drive Committees often produce more successful blood drives. When a group of people works together this often results in new and creative ideas, as well as the division of tasks within the group. Here are some suggested committee positions:

Blood Drive Coordinator- Leads the blood drive program and is the main contact with the Community Blood Center. The coordinator handles the logistics of the drives and oversees progress toward the goals.

Recruitment Coordinator - Leads efforts to recruit and schedule appointments for donors, coordinating online scheduling, call lists, and sign-up tables.

Promotion Coordinator- Distributes promotional materials and coordinates email campaigns.

Executive Sponsor— An organizational leader who champions the blood drive program and helps achieve blood drive goals.

Department Captain- Leads efforts to recruit specific groups of donors and organize challenges between groups, floors or departments.

Schedule Donation Appointments

Scheduling donation appointments in advance is very important for ensuring a smooth blood drive. We ask that coordinators schedule as many donation appointments as possible.

When people schedule advance appointments for their blood donations, this minimizes wait times and bottlenecks. Advance appointments allow us to staff blood drives so that we can provide the best possible customer service to each donor.

Advance donation appointments also help us accurately project the number of blood donations, so that we know the amount of blood that will be available for hospitals.



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Tools to help recruit donors:

Online Scheduling- Our scheduling system allows donors to manage their donation appointments online. The system sends confirmation and reminder emails to donors, can produce a printable appointment schedule, and has other blood drive tools.

Past Participant Lists- Your Recruiter can provide a list of past donors eligible to donate at your next blood drive. This list is also available through our online scheduling system.

Sign-Up Tables- Your Recruiter can offer tips for having a sign-up table before your blood drive. This ensures that people schedule donation appointments, raises awareness, and allows potential donors to ask questions about donating blood.

Speaker's Bureau- Invite your Recruiter to give a presentation at meetings, events, or other gatherings. After the presentation, have a sign-up sheet on hand and ask people to schedule donation appointments!

My Blood, Your Blood- This science education program explains blood donation on a level that elementary, middle and high school students can understand. Created by a team of scientists, physicians, and educators, the program teaches K-12 students about the importance and function of blood. Program DVDs are available from your Recruiter.

Blood Center Tours- Do we have your blood type on the shelves? Come see for yourself! Learn how we process and test blood donations before they are distributed to hospitals.



Blood Drive Timeline

This timeline divides the steps for planning a blood drive into simple tasks. This will help ensure that it is a successful and enjoyable event for everyone involved.

6-12 months before your blood drive:

- Meet with your Community Blood Center Recruiter to discuss dates, available spaces, and types of blood drives. Set your blood drive goals.
- Schedule blood drive dates.
- Form a Blood Drive Committee.
- Reserve your blood drive location.
- Obtain management support.

2-3 months before your blood drive:

- Complete site inspection with your Recruiter.
- Meet with your Recruiter to develop donor recruitment strategies. If you have a Blood Drive Committee, meet with them to discuss implementation of promotions.
- Confirm reservations for the bloodmobile or room space, and an area where donors will register the day of the blood drive (internally and with Recruiter).
- Request promotional materials from your Recruiter.

4-6 weeks before your blood drive:

- Send out “Save the Date” materials.
- Set up speaking engagements with your Recruiter.
- Promote the blood drive: hang up posters, put out table tents, e-mail employees, etc.
- Inform the leaders of your organization of the blood drive date, and ask them for their support by donating blood or encouraging others to donate.

2-3 weeks before your blood drive:

- Email online scheduling information to donors.
- Begin scheduling donors, with one blood donor scheduled for each donation time slot. All donors must provide their date of birth, and their first and last name on the schedule.
- As you fill the schedule, create a “standby” list of donors who can be called on short notice to fill in for donors who don’t show up or are deferred from donating.
- Review logistics, promotional plans and recruitment progress with your Recruiter.
- Ask your Recruiter to speak at an organizational meeting, or have a table where donors can sign up for a donation appointment.
- Via an organizational or community newsletter, publish a letter from an organizational leader, educating people on the need for blood and encouraging everyone to give blood.

1-2 weeks before your blood drive:

- Talk with your Recruiter, and notify them of any logistical changes.
- Continue actively recruiting donors.

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5 days before your blood drive:

- If you have a paper copy of the schedule, fax it to (920) 832-8315. Please make sure that all donors have provided a date of birth and printed their names legibly.
- Remind donors of their appointment time, to eat and drink plenty of fluids before donating, and to bring a photo ID.
- Remind Security of the blood drive, and obtain Security badges for Community Blood Center staff (if needed).
- Check room set-up and parking reservations for bloodmobile (if needed).

1 day before your blood drive:

- Clear furniture from room, or use cones to mark off parking for bloodmobile (if needed).
- Set up a table and chairs for the sign-in area.
- Send out final promotional materials and reminders to donors.

The day of your blood drive:

- Post directional signs, yard signs, banners, and other promotional materials.
- Meet blood center staff upon arrival to confirm parking and scheduled hours.
- Share any updates to the donor appointment schedule with the Community Blood Center registration staff members.
- Call missed appointments.
- When the blood drive is done, take down promotional materials and store reusable items.

The day after your blood drive:

- Thank donors and committee members by posting signs, e-mailing, or writing a newsletter article.
- Your Recruiter will call you within the next 2 business days with your blood drive results. Share the results with management and donors.
- Talk with your Recruiter to confirm the dates for your next drive.
- Complete the blood drive coordinator survey and return it to the blood center.

Promotional Materials

The Community Blood Center provides marketing materials for blood drives. Custom promotional materials include:

- Blood drive date
- Blood drive time
- Blood drive location
- Contact information for scheduling an appointment.

For recurring blood drives, the Community Blood Center can provide calling lists and postcards. If you would like to create your own promotional materials, please let your Recruiter know so that they can help!

Posters- 8.5" x 14" posters work well on bulletin boards, lobbies, reception desks, bathroom mirrors and stalls, elevators, entryways, time clocks, vending machines, and break rooms.



ePosters- ePosters are designed for attaching to emails; many blood drive sponsors choose to use an e-poster instead of paper posters to reduce their paper use.



Half-Page Inserts- 5.5" x 8.5" inserts are half-sheets that fit neatly inside company newsletters, church bulletins, or event programs.



Table Tents- Two-sided tents display your blood drive information in cafeterias, break rooms, or tables in other common areas.



Directional Signs- Arrow signs placed around your facility help direct donors to the blood drive, and are a great reminder to donate.



Yard Signs- These durable and water-resistant signs easily stake in the ground with arrows to direct donors to your blood drive location.



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Sample Blood Drive Schedule

DATE: _____

Last donation on or before: _____

Goal: _____ donors

Please print clearly the Donor's Name and Date of Birth (DOB)

Please fax to RECRUITER at (920)832-8315 by: _____

7:30 a.m.	DOB	9:15 a.m.	DOB
1. _____		1. _____	
2. _____			
7:45 a.m.	DOB	9:30 a.m.	DOB
1. _____		1. _____	
2. _____		2. _____	
8:00 a.m.	DOB	9:45 a.m.	DOB
1. _____		1. _____	
2. _____		2. _____	
8:15 a.m.	DOB	10:00 a.m.	DOB
1. _____		1. _____	
		2. _____	
8:30 a.m.	DOB	10:15 a.m.	DOB
1. _____		1. _____	
2. _____			
8:45 a.m.	DOB	10:30 a.m.	DOB
1. _____		1. _____	
2. _____		2. _____	
9:00 a.m.	DOB		
1. _____			
2. _____			

End of drive.

Thank you for supporting your local community blood center!

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Manage Your Blood Drive Online

Your Recruiter will create a blood donation appointment schedule for the blood drive. Potential donors can visit www.save3lives.org and access this donation schedule using the sponsor code provided for each blood drive. Donors can then select a time for their donation appointment. Donors who have shared their email address with the blood center will receive an email appointment reminder before the blood drive.

As a coordinator, you can go online to view the schedule for your blood drive, recruit donors, thank people for donating, and create and update donor appointments. To access these features, go online to: www.save3lives.org/sitecoordinator. At the login screen, enter the username and password provided by your Recruiter. Remember to keep this user name and password confidential!

Sponsor Name: _____

Username: _____

Password: _____

Tips for success:

- Be sure to include the website address in all of your correspondence with donors. Emails should include a call to action, such as "Visit www.save3lives.org today to schedule your appointment today!"
- Send a variety of customized emails to donors in your organization. Different messages speak to different donors.
- Encourage your donors to schedule donation appointments in advance, as scheduled appointments help the drives go smoothly. Advance appointments allow us to staff blood drives so that we can provide the best possible customer service to each donor.



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Schedule, Change or Cancel Appointments

To schedule a new appointment, use the search tools to locate a donor already in the system or create a new donor.

To schedule, change or cancel appointments, select the *Donors* tab at the top of the screen. To change or cancel an existing appointment, locate the appointment on the schedule and click the "Move" or "Cancel" link next to the appointment. The donor will receive a confirmation of the change or cancellation.

Recruit Donors

Use the *Hot Prospects* report to recruit donors who have made appointments online in the past but are not scheduled for your current blood drive. You can also recruit a list of donors from a previous blood drive conducted online, and send an email with a customized link!

Welcome Carla Coordinator!

Home Donors Blood Drives Reports My Profile

Hot Prospects Report
Hot Prospects for Lockheed Martin - Research Facility

[Change Report Criteria](#) [Printer friendly version](#) [Email the donors in this list](#)

Name	Email	Phone	
Aden, Samuel	saden@edonor.com	555-555-1214	[Edit] [Appt]
Allaman, Tom	tallaman@edonor.com	555-555-1212	[Edit] [Appt]
Carlson, Peter	pcarlson@edonor.com	555-555-1212	[Edit] [Appt]
Clark, Tanya	tcclark@edonor.com	555-555-1212	[Edit] [Appt]
Collins, Irene	icollins@edonor.com	555-555-1212	[Edit] [Appt]

View Drive Schedule

To view the appointment schedule, click on the *Reports* link at the top of the screen. Click the link that says *View/Email Next Schedule*. Once the schedule appears, you can email reminders or updates to the donors, or print the schedule for face-to-face recruitment.

Welcome Carla Coordinator!

Home Donors Blood Drives Reports My Profile

Next Blood Drive Schedule [Select Another Blood Drive](#)

Date : Wednesday December 29, 2004 [Printer friendly version](#)
 Time : 10:00 AM - 4:00 PM [Email the donors in this list](#)

Sponsor : Lockheed Martin
 Contact : Alan Administrator
 602-404-7701
michael@edonor.com

Product : Whole Blood
 Goal : 60
 Appointments : 42
 Web Link : <http://demo.edonor.com/index.cfm?group=registration&hlc=wings>

10:00 AM

1: Nichol, Michael	michael@edonor.com	602-404-4500	[Cancel] [Move]
	mpandelakis@edonor.com	602-953-0106 x1234	
		602-741-9005	
2: Abbott, Heather	habbott@edonor.com	555-555-1213	[Cancel] [Move]
3: Peck, Alison	pandas@cox.net	602-741-9077	[Cancel] [Move]

10:15 AM

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Donor Recruitment Script

Personally asking people to give blood is one of the most successful ways to recruit donors. A personal invitation gives donors a sense of ownership and responsibility. The script below can be used as an aid for recruiting donors at sign-up tables, in person, or over the telephone.

Hi, this is _____ . I'm the _____ for the _____ blood drive.
Name Position Title Organization/Community

We are hosting a blood drive with the Community Blood Center on _____,
Date of Blood Drive
and we're looking for blood donors. Our blood drive runs from _____ to _____.
Time Time

Can I schedule you for a donation appointment?

- ➔ If "yes," name an open donation time. If the time works, clearly print the donor's first and last name on the schedule, along with their birthdate. Then continue with the script.
- ➔ If "no," say, "Okay, I appreciate your time. Thank you!"
- ➔ If "I don't know," say, "The donation itself takes less than 15 minutes, and the whole donation process should take less than an hour."
- ➔ If "I can't give because _____" or "I thought I couldn't give because _____" say, "FDA regulations are constantly changing. We encourage donors to call the blood center, toll free at 800-280-4102 to ask about current eligibility requirements."

Great! We look forward to seeing you at _____ on _____ at _____.
Location Date Time

Please eat a solid meal and stay well hydrated prior to donating, and bring a photo ID with you.

Thanks for helping save lives!

Remember, if someone says they don't want to donate, we need to respect their wishes!

Donor Recruitment Tips

Many blood drives are successful because they involve experienced blood donors and new blood donors.

Once a blood drive program is established, regular donors create stability for each drive and can provide a calm, reassuring “voice of experience” for new donors. New donors are also important because people who donated at the last blood drive may have moved away, become ineligible to donate, or be unavailable on the day of the blood drive.

Ask Donors to Donate

The best way to recruit donors is to personally ask them to donate.

- Studies show that one reason people do not donate is because no one ever asked them.
- Face-to-face contact is the best way to ask someone to donate.
- Acknowledge questions or concerns, and refer people to the Community Blood Center for more information. They can call the blood center toll-free at (800)280-4102.
- Set up a competition between departments, floors, or groups, and see who can recruit the most new donors.

Provide Information

Inform prospective donors about the importance of giving blood.

- Promote the blood drive at meetings. Your Recruiter can give presentations, or provide you with information and handouts.
- Use memos, e-mails, newsletters, and recipient messages to spread the word about the importance of donating blood.
- To alleviate new-donor anxiety, use the “buddy system” and have experienced donors accompany new donors to their donation appointments.



Get Creative

Be creative, and brainstorm ways to encourage people to donate blood.

- Recognize multi-gallon donors and encourage their involvement.
- Have a “bring a friend” blood drive.
- Set up a door prize drawing with company-sponsored gifts. On the day of the blood drive, donors may enter their name in the drawing. New donors and donors who bring a buddy can enter their name twice.

**Note: Donors do not need to donate to receive the incentive or enter the drawing, they must simply show up to donate.*

- Give casual day stickers to donors.
- Establish a theme for the blood drive. A few decorations, music and special snacks go a long way toward making a drive unique, fun and memorable!

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Pictures and the Media

Picture-taking at Blood Drives

Taking pictures at your blood drive can be a great way to recognize donors, and help spread the word about blood drives.

If you want to take pictures at a blood drive (or ask someone else to do so) please contact your Recruiter. To help maintain control of the donation area and provide donor privacy, blood center staff members follow certain procedures for picture-taking at blood drives.



If you plan to plan to take pictures at an upcoming blood drive, please contact your Recruiter in advance and ask them to accompany you when you take pictures. This will ensure that we respect donor privacy and that you get great pictures on the day of the drive!

Contacting the Media:

If you plan to contact the media about the blood drive, please let your Recruiter know about this ahead of time.

Media coverage can help spread the word about blood donation and share your commitment to the community, so some blood drive sponsors actively seek media coverage.

Blood drive staff follow certain procedures when the media visit a blood drive. These procedures help us regulate the blood collection area and protect the privacy of blood donors.

Sharing your media plans with your Recruiter in advance will ensure that we are prepared for the media on the day of the blood drive!



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Recognition

Donor Recognition Event -This yearly event recognizes the impact of donors who achieve “donation milestones” with the Community Blood Center.

Coordinator Recognition Event-This annual event celebrates the efforts of those who host blood drives, and is an opportunity for the Community Blood Center to show our appreciation for blood drive coordinators and sponsors.

Coordinator & Sponsor Recognition-The Community Blood Center recognizes the important contributions of organizations that host at least two blood drives per year, and meet or exceed their annual goal. The Coordinator & Sponsor Award program is designed to:

- Strengthen partnerships
- Recognize blood drive program achievements
- Celebrate outstanding blood drive coordinators
- Motivate and challenge blood drive sponsors

Award Categories

- Most creative blood drive
- Biggest blood drive
- Highest percentage of group participation
- Coordinator of the year
- Sponsor of the year
- High school of the year
- Best summer blood drive
- Best holiday blood drive



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Gallon Grad Program

To learn more about our Gallon Grad Program, please speak with your Recruiter!

Become a
Gallon Grad!

High school students
can donate blood 8 times
before graduation & receive:

- Graduation Cord
- Framed Certificate
- Special Recognition

The graphic features a black background with a stream of colorful graduation caps (red, blue, yellow, green, purple) and stars (red, blue, yellow, green, purple) falling from the top. The text is in white and yellow. At the bottom right, there are two logos: "The Community Blood Center Inc." and "Northwoods Community Blood Center Inc.", each with a stylized red heart icon.

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What is Blood?

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 components include:



Red Blood Cells carry oxygen to the body's organs and tissues, and live for about 120 days in the circulatory system. Donated red blood cells are refrigerated, and last for 42 days.

Red blood cells are the primary component of a whole blood donation. Red blood cell transfusions may be given to people who lose blood due to trauma or surgery.



Platelets are tiny cell fragments that circulate throughout the blood and help control bleeding by forming clots. Donated platelets are kept at room temperature, and last for 5 days.

Platelet transfusions may be used to help people who are receiving treatments for leukemia or other cancers.



Plasma is the liquid portion of blood. Plasma is 90% water, but also contains proteins and salts. Plasma carries nutrients and blood cells throughout the body. Donated plasma is often frozen, and may be stored for up to one year.

Plasma transfusions may be given to burn and trauma victims.

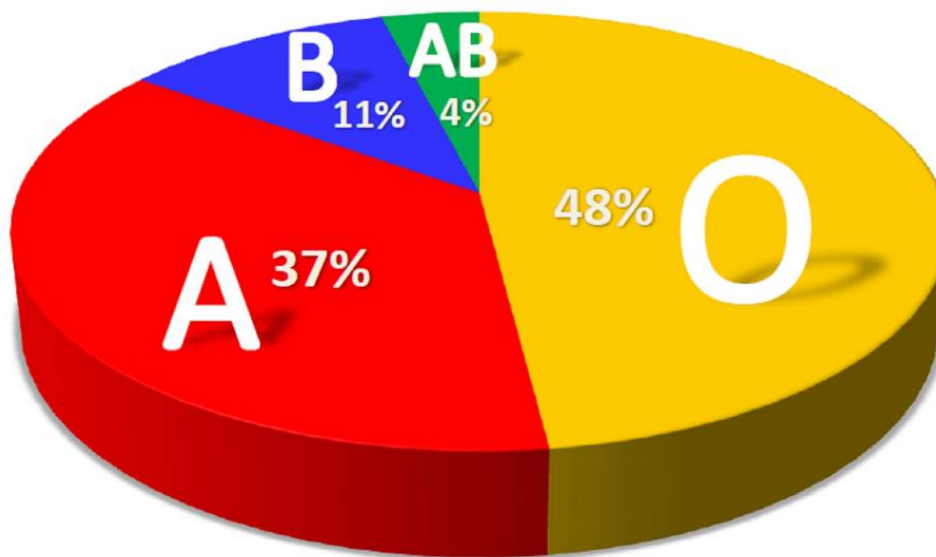
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Blood Types

Blood types are determined by genetics. The distribution of blood types varies from country to country, depending on the ethnic background of the population.

There are four main blood types: A, B, AB, and O. The graphic below shows the current distribution of these four blood types in America.



Each of the blood types is either RH positive (+) or Rh negative (-). The chart below shows the current distribution of these blood types in America:

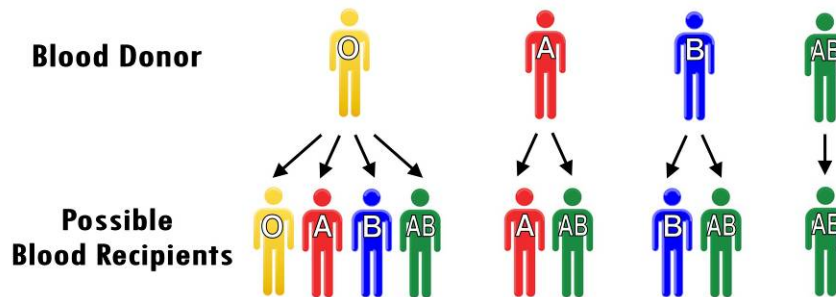
Blood Type Distribution in America			
Blood Type	% of Population	Blood Type	% of Population
O+	39%	O-	9%
A+	31%	A-	6%
B+	9%	B-	2%
AB+	3%	AB-	1%

Donations & Transfusions

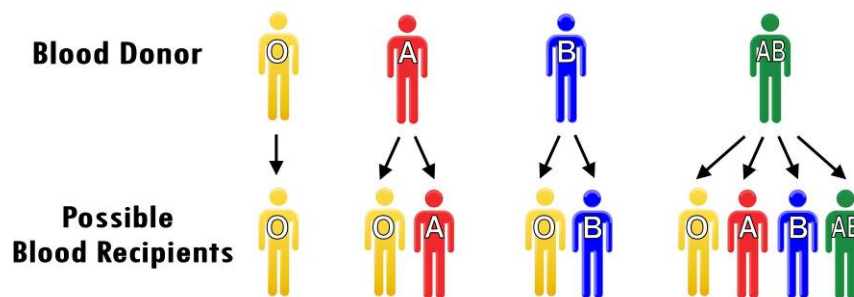
In 1901, scientist Karl Landsteiner reported that blood could be classified into "types." By matching these blood types, a successful blood transfusion could be made between a healthy donor and a patient in need of blood. Today, hospital blood banks maintain an assortment of blood products (red blood cells, plasma, platelets, etc.) in a variety of blood types.

The blood type of a patient determines which types they are able to receive as a transfusion. The blood type of a blood donor also determines who can receive their blood donation.

Red Blood Cell Transfusions



Platelet & Plasma Transfusions



People with O- blood are called "universal donors" because any patient can receive O- red blood cells. Hospitals use O- red blood cells to provide emergency care for patients needing immediate transfusions. In addition, hospitals maintain a supply of O- blood for patients with an O- blood type, who can only receive O- red blood cells.

On the other end of the spectrum, very few people can receive AB red blood cells. However, hospitals like AB plasma and platelet donations because these can be given to any patient, regardless of their blood type. So people with AB blood are often encouraged to donate plasma or platelets. AB plasma and platelet donors are rare, and blood centers often struggle to provide sufficient quantities of AB plasma and platelets.

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Donating Blood



Blood Donors

Blood donors play an essential role in today's health care system. Every day, hospital patients receive lifesaving blood transfusions. This blood comes from volunteer blood donors.

Most people donate whole blood. The entire donation process usually takes less than an hour, and the actual donation lasts under 15 minutes. Whole blood contains red blood cells, plasma, platelets, and other components. People can donate whole blood every 56 days.

People can also donate blood components such as platelets, plasma, and red blood cells. This is done through a process called *apheresis*, with an automated blood collection system. People can give *apheresis* donations at some donor centers and weekly blood drives.

Eligibility Guidelines

Eligibility guidelines for blood donors help ensure the safety of blood donors and recipients. General guidelines say that blood donors must be at least 17 years old (16 with parental permission), weigh at least 110 pounds, and be in good general health. Other guidelines are discussed with potential donors right before they give blood.

If you have any questions about your eligibility to donate blood, please call the Community Blood Center toll-free at (800)280-4102.

Before Your Donation

Here are some tips to ensure you have the best possible donation experience:

Several Days Before Your Donation

- Drink plenty of water (8-10 glasses) the day before and the day of your donation.
- Get a good sleep the night before you donate.
- If you are 16 years old, get a parental permission slip and bring the completed form with you when you come to donate.

The Day You Donate

- Eat hearty, low-fat meals with protein and carbohydrates.
- Avoid caffeine and drink plenty of water (8-10 glasses).
- Wear a short-sleeve shirt, or make sure your sleeves can be easily raised above the elbow.
- Bring a picture ID.



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The Whole Blood Donation Process

When you arrive at the blood drive, you'll sign in at the registration table. The blood center staff will ask you to fill out a health history form, which helps ensure a safe blood supply.

Next, you will go to a screening room for a mini-physical. The mini-physical helps confirm that you are healthy enough to donate blood, and that the blood is safe for a patient to receive. A staff member will check your blood pressure, temperature, and hemoglobin.

Then, you'll head to the collection area, where you'll recline in a comfortable donor chair. A staff member (phlebotomist) will clean the inside of your arm and carefully insert a needle into your vein. The needle is connected to a collection bag.

During the donation process, the blood center staff will be nearby to ensure your comfort and answer questions. In 15 minutes or less, the donation will be done! The staff member will remove the needle and put a band-aid on your arm.

You will receive information to read and enjoy post-donation snacks. Donating blood is a rewarding way to help others, and many people feel a deep sense of personal satisfaction after giving blood.



During Your Donation

- When you sign in to donate, start drinking a bottle of water. Keep drinking up to the time of donation.
- Let the Community Blood Center staff know if this is your first time giving blood. Many donors have been giving for years, and the staff will take extra care to explain the process if they know this is your first time.
- Let the staff know if you start feeling hot, lightheaded or dizzy.
- If you have any questions, please ask the blood center staff!



After Your Donation

- After the donation is done, take 10-15 minutes to relax, re-hydrate, and eat the provided snacks.
- Avoid smoking for 30 minutes after giving blood.
- Eat regular meals following your donation.
- Avoid strenuous activity and heavy lifting for about 4 hours after your donation. If your arm is bruised or tender, apply an ice pack for 10-20 minutes.
- Double your fluid intake and refrain from drinking alcohol for the rest of the day.
- If for any reason you feel your donation should not be used for transfusion, call the Community Blood Center at (920)419-3809 as soon as possible after your donation.

Low Hemoglobin Deferral

A low hemoglobin level is the most common reason for a temporary deferral from giving blood. If someone is deferred for low hemoglobin, it doesn't mean they are unhealthy, but it means they don't have enough hemoglobin to donate blood that day.

What is Hemoglobin?

Hemoglobin is a protein in red blood cells which carries oxygen. Normal hemoglobin levels are 13.8-17.2 g/dL for men, and 12.1-15.1g/dL for women.

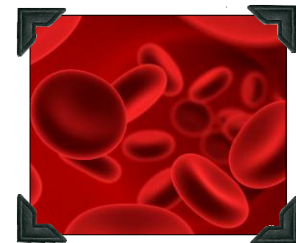
Hemoglobin Guidelines

To ensure that people have enough red blood cells after giving blood, the FDA (Food and Drug Administration) has set a minimum hemoglobin level for blood donors of 12.5 grams per deciliter (g/dL).

Hemoglobin Levels

The hemoglobin test is a snapshot of someone's hemoglobin at that point in time. Hemoglobin levels can vary from day to day.

Because of this, a low hemoglobin deferral lasts for only one day. If someone's hemoglobin is close to 12.5 g/dL, but below that level, they may be able to give blood as soon as the next day.



An artist's depiction of red blood cells

Low Hemoglobin

Although there are many reasons why hemoglobin levels may be low, iron deficiency is the main cause. Iron is essential in the creation of hemoglobin, and a diet high in iron can help raise hemoglobin levels.

There are two types of dietary iron: heme and nonheme. It is easier for the body to absorb heme iron than nonheme iron. Some foods are naturally high in iron, while others are enriched with nonheme iron.

Heme iron
is found in
meat, fish,
and poultry.



Nonheme iron
is found in
grains, fruits,
vegetables,
nuts and beans.



When people are deferred for low hemoglobin, we encourage them to eat iron-rich foods before their next blood donation. Our staff provides them with information on these foods. We appreciate everyone who comes to give blood, even if they are deferred from donating.

Information found on websites of the National Institutes of Health and Department of Agriculture, at <http://www.nlm.nih.gov/medlineplus/ency/article/003645.htm>, <http://ods.od.nih.gov/factsheets/iron.asp>, and <http://www.ars.usda.gov/Services/docs.htm?docid=20958>, accessed on 8/18/11.

52 Facts About Blood Donation

1. 4.5 million Americans will need a blood transfusion each year.
2. 43,000 pints: amount of donated blood used each day in the U.S. and Canada.
3. Someone needs blood every 2 seconds.
4. Only 37% of the U.S. population is eligible to donate blood– less than 10% do annually.**
5. About 1 in 7 people entering a hospital need blood.
6. One pint of blood can help save up to 3 lives.
7. Healthy adults who are at least 17 years old (16 with parental permission), and at least 110 pounds may donate about a pint of blood – the most common form of donation – every 56 days, or every 2 months.
8. Females receive 53% of blood transfusions; males receive 47%.
9. 94% of blood donors are registered voters.
10. There are 4 main red blood cell types: A, B, AB and O. Each can be positive or negative for the Rh factor.
11. People with O– blood are universal donors of red blood cells.
12. People with AB blood are universal donors of platelets and plasma.
13. Dr. Karl Landsteiner first identified the major human blood groups (A, B, AB and O) in 1901.
14. One unit of blood contains several components, including red blood cells, plasma, and platelets.
15. Red blood cells carry oxygen to the body's organs and tissues.
16. Red blood cells live about 120 days in the circulatory system.
17. Platelets promote blood clotting and may be given to people with leukemia or other cancers.
18. Plasma is a pale yellow mixture of water, proteins and salts.
19. Plasma, which is 90% water, makes up 55% of blood volume.
20. Healthy bone marrow makes a constant supply of red cells, plasma and platelets.
21. Blood or plasma that comes from people who have been paid for it cannot be used for human transfusion.
22. Granulocytes, a type of white blood cell, roll along blood vessel walls in search of bacteria to engulf and destroy.
23. White cells are the body's primary defense against infection.
24. Apheresis is a special kind of blood donation that allows a donor to give specific blood components, such as platelets and plasma.
25. 42 days: how long most donated red blood cells can be stored.
26. 5 days: how long donated platelets can be stored.
27. 1 year: how long frozen plasma can be stored.
28. Much of today's medical care depends on a steady supply of blood from healthy donors.
29. 3 pints: the average whole blood and red blood cell transfusion.*
30. Children being treated for cancer, premature infants and children having heart surgery need blood and platelets from donors of all types, especially type O.

it's about life.



31. Anemic patients may need blood transfusions to increase their red blood cell levels.
32. Cancer and trauma patients, as well as patients undergoing open-heart surgery, may require platelet transfusions to survive.
33. Many patients with severe sickle cell disease receive blood transfusions every month.
34. A patient could be forced to pass up a lifesaving organ, if compatible blood is not available to support the transplant.
35. 17% of non-donors cite "never thought about it" as the main reason for not giving, while 15% say they're too busy.
36. The #1 reason blood donors say they give is because they "want to help others."
37. Shortages of all blood types happen during the summer and winter holidays.
38. Blood centers most often run short of types O and B red blood cells.
39. There is no substitute for human blood.
40. 46.5 gallons: amount of blood you could donate if you begin at age 17 and donate every 56 days until you are 79 years old.
41. There are 4 steps to donating blood: medical history, mini-physical, donation and snacks.
42. The actual blood donation takes less than 15 minutes. The entire process – from the time you sign in to the time you leave – takes about an hour.
43. After donating blood, you replace the fluid in hours and the red blood cells within 4 weeks. It takes 8 weeks to restore the iron lost after donating.
44. You cannot get AIDS or any other infectious disease by donating blood.
45. 10 pints: amount of blood in the body of an average adult.
46. One unit of whole blood is roughly the equivalent of one pint.
47. Blood makes up about 7% of your body's weight.
48. A newborn baby has about one cup of blood in his body.
49. Giving blood will not decrease your strength.
50. Any company, community organization, place of worship or individual may contact their local community blood center to host a blood drive.
51. Blood drives hosted by companies, schools, places of worship and civic organizations supply roughly half of all blood donations across the U.S.
52. People who donate blood are volunteers and are not paid for their donation.

**Source: The 2007 Nationwide Blood Collection and Utilization Survey Report, Department of Health & Human Services.*

***W Riley, et al. The United States' potential blood donor pool: estimating the prevalence of donor-exclusion factors on the pool of potential donors. Transfusion 2007.*