



COMMUNITY
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Donor Chairperson ... You Matter!

Thank you so much for taking on the role of Community Blood Bank Donor Chairperson! The work that you do will help save lives.

We know you're busy with the responsibilities of your existing role in your organization, and while we want to limit any unnecessary disruptions or demand too much of your time, the process of holding a blood drive does require a level of time and commitment to be successful. Your Community Blood Bank rep will provide you with materials and strategies, and work with you to best meet the individual needs of your organization. However, because Community Blood Bank staff do not have access to your group the way you do, we must rely on you to recruit blood donors within your organization. But again, you are not alone in this process!

Community Blood Bank Reps are happy to assist you in any way you need, and to be your partner before, during and after your drive. We hope you'll feel your valuable time was used in the best possible way, and that you'll be fulfilled when you see so many people donate blood because you inspired them to do so.

So few people can go home at the end of the day and know that they saved someone's life. As a Donor Chairperson for the Community Blood Bank ... you can!



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Selecting the Best Date

The number of pints collected by the Community Blood Bank fluctuates daily, but one thing is constant ... our partner hospitals use blood every day. To ensure your blood drive makes the biggest impact possible, here are a few things to consider when looking for a date for your drive:

- Look for a date where the most people will be available at your site to donate blood—avoid shutdowns, trainings, picnics, or regularly scheduled meetings. These factors should also be considered when deciding on a timeframe for the drive.
- Talk to your blood bank rep about key collection days, and if your group is in a position to hold a drive on those days. Mondays and Fridays are particularly important so our partner hospitals' inventory can be replenished right after a busy weekend, or get stocked going into a busy weekend. Additionally, summer months (the week before Memorial Day through mid-September) and the holidays from Dec. 20-Jan. 20 are usually a priority for the Community Blood Bank, as these are the prime months for shortages to occur. But the need for additional units of blood can happen anytime if usage is high for an extended period. Your blood bank rep will talk to you about when your drive can help the most.
- Confirm the details. Host groups may schedule a blood drive as far out as they would like. Many times, recurring groups will schedule a full year's worth of drives. This is hugely helpful to the blood bank for planning and forecasting, but it also means something could change in the meantime. We ask that the first confirmation of date, time and location happen at 12 Weeks Out from the scheduled drive. Your rep will ask you to confirm the details once again at the 4 Week point to ensure that the blood drive can go on as scheduled, and phlebotomy staff are scheduled for the appropriate workdays. When blood drives cancel within 4 Weeks, it is extremely difficult for a replacement drive to be scheduled and the projected units are often lost.



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Blood Drive Timeline

5+ Weeks Out:

Work with your CBB Rep to select a date where the most donors would be available, and

- Avoid major events, trainings, audits, vacations, etc.
 - Avoid times of day when regularly scheduled meetings occur
 - Secure date, time, parking and/or room location with administration, facilities, etc. — and confirm with your rep.
- ⇒ CBB must comply with space standards as per our SOP, so your Rep will need to evaluate any blood drive location in advance of the event. If the room you are using is new, please alert your Rep so he or she can make arrangements to see the space. Most rooms will meet our requirements, however this evaluation should be done well in advance of the blood drive in case an alternate space is needed.

Lighten your load!

Identify champions within your company to help recruit donors. Look for help from other departments, health/safety committee members, etc. with whom you can work to spread the message. This team can help encourage blood donors within departments, lend their specific resources to help advertise the drive, and identify co-workers who may have a story to share.

4 Weeks Out:

- Assemble your team for a meeting with your blood bank Rep to plan specific recruitment strategies and goals (See “Create Buzz” and “Materials CBB Can Provide”)
- If using paycheck stuffers, contact HR about which pay period to target and any applicable deadlines

3 Weeks Out:

- Post materials and send email to advertise blood drive
- Inquire about speaking opportunities either for yourself or for your blood bank rep to committees or employee groups (ie management meetings, employee Lunch & Learns, union meetings, shift meetings, dept. meetings etc.)
- Begin implementation of recruitment strategies and meet with your team if necessary (ex.: circulate memo from CEO, plan message to appear on marquee, begin planning any special events that will go on in conjunction with the blood drive, spread the message that you’re looking for someone who might share a personal story about blood donation, etc.)

2 Weeks Out:

- Start walking around and ask people to sign up
- Start making announcements and continue sending emails
- Schedule speaking opportunities

-See Reverse Side...



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Blood Drive Timeline

1 Week Out

- Advertise the blood drive at any opportunity
- Check in with team members for progress update
- Remind people who have already signed up of their appt. time—hand out reminders or send emails, and include tips for a successful donation
- Contact Maintenance or Facilities to:
 - Reserve tables and chairs
 - Secure cart or dolly to aid with unloading and transporting equipment
 - Communicate need for temperature of room to be set no higher than 68 degrees
 - Plan to block off parking spots (if using the Mobile Unit)
- Contact your blood bank rep to report the number of appts. made so far

1 Day Prior

- Make final call for people to make appointments
- Remind donors of their appt. time
- Contact your blood bank rep to verify the room will be ready and temperature set if inside. If the Mobile Unit will be arriving, verify that the parking area will be blocked off and empty of any vehicles. Also report final number of appts.
- If you are not available the day of the drive, please arrange for an alternate contact to be present upon CBB staff arrival and available for contact throughout the day. Let your rep know the name and phone number of the alternate contact so it can be given to CBB staff.

Day of Drive

- Be sure to be at the drive site, or have a representative at the site when the blood bank team arrives (approximately 1 hour before the start of the blood drive), and be available throughout the day while our team is on site.
- Double-check that no vehicles are parked in the designated area (if using Mobile Unit)
- Make sure that doors at the unloading site, as well as to the room, are unlocked (if setting up inside)
- Open restrooms and show CBB staff where they are located
- Provide schedule of appointments to blood bank staff before the start of the drive
- Check in with blood bank staff throughout the day to make sure donors are keeping their appts., and send reminders if necessary.



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Materials CBB Can Provide

- Brochures
- Posters (11x17)
- Flyers (8.5x11)
- Table Tents
- Paycheck Inserts or Labels for Envelope
- Mailbox Inserts
- Ground Signs
- Sandwich Boards
- Presentations by your Community Blood Bank Rep
- Recruitment Video (accessible at [www.cbb.org](#))
- Email Message Templates
- Donor Group Contact Lists
- Reminder Slips
- Slide for Intranet Monitors

Internally, CBB can also remind your group in the following ways:

- Phone Calls
- Email blasts (if we have an email address on file for the donor)
- Postcards
- Text (if we have a cell phone number on file for the donor)
- If donors make appts. online through our web site, an automatic reminder will be generated prior to your blood drive



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Create Buzz, Spread the Word!

- Post a letter or memo from CEO/President explaining the company's commitment to blood donation and encouraging employees to donate.
- Announcements over a PA system the days before the blood drive. Your blood bank rep can provide interesting facts and our famous "Blood Type Personality" sheet.
- Make "Blood Drive Day" something more ... maybe it's also "Pot Luck Day" or "Hawaiian Shirt Day"
- Circulate a testimonial from a donor or patient (your blood bank rep can provide you with one we've collected or...)
- Find an employee who has their own testimonial and ask them to share their story. Ask them to tell others why they donate or how a blood transfusion touched their lives. A personal story from someone a prospective donors knows can make a big impact, and is often times why people begin donating blood.
- Friendly competition – maybe it's 1st shift vs. 2nd shift; 1st floor vs. 2nd floor; IT vs. payroll (let payroll win if you want to keep receiving paychecks!)
- Encourage the "Buddy System" – encourage friends to sign up together, a veteran donor to accompany a new donor, etc. Two donors means double the lives saved!
- Set a goal and keep donors updated on the progress. Your blood bank rep will work with you to meet progress goals throughout the process.
- Look for common areas where an additional poster or flyer could be hung. Elevators and restrooms are great ... captive audiences!
- Table tents in break room or where applicable
- Articles/Listings in employee newsletters
- Blast emails to employees and/or dept. heads
- Mention on outdoor signs or marquees
- Announcements in meetings
- Mailbox inserts
- Paycheck inserts or labels for outside of envelope
- Extend invitation to neighboring businesses and/or employee families (but be careful not to rely too heavily on outside participation—this is meant to help supplement the base of donors at your location)
- Announcement on company web site or intranet
- Does someone in your group have their own blog? Ask them to mention the blood drive.



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Recruit Donors

Just Ask

The top reason people say they've never donate blood is that no one ever asked! Personally asking your co-workers to donate blood is a powerful strategy that doesn't take much time. Most people are more responsive to a "personal ask," and out of all these suggestions in this packet, this one may net you the most immediate results!

- In larger companies, rally a blood drive task force and ask a person from each department to ask their employees.
- Play "Blood Drive Tag" – Sally asks Joe to sign up (tags him); Joe tags Bill; Bill tags Sue, etc... until the schedule is full.

Confront the Fear

People have all kinds of reasons for not donating blood, but many of them are a result of being afraid. It's a legitimate concern, and we want to address it. The following page "Answers to Your Anxieties" will help you talk to your group about what to expect and tips to feel more confident in the donation process.

Get Donors to Commit

Ask the prospective donor to schedule an appointment time. A person who has a scheduled appt. is more likely to actually come to donate blood. In addition, donors with appts. move through the process more quickly and companies can better plan coverage for donors who may be away from their post.

Be Enthusiastic!

Your enthusiasm is contagious, so be the cheer leader!

Remind

People are more likely to actually show up to donate if they are reminded shortly before the drive. Statistics have shown that 10-20% of scheduled donors don't show up the day of the drive when they have not been reminded.

Thank

Thank the donors for their commitment to donating. A donor is more likely to keep their appt. time, as well as donate again in the future, when they feel sincere appreciation (we'll do our best to make sure we make them feel appreciated, too!)



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Answers to Anxieties

“I’m afraid to donate!”

Almost everyone is nervous the first time they donate blood. Donating can become a regular part of your life once you overcome the initial apprehension.

“I don’t like needles!”

The use of a needle in the donation process is an unavoidable unpleasantness and the fear of needles is certainly not uncommon. However, the use of this needle feels like a pinch and the associated discomfort lasts only a second — honestly!

“I’ll feel weak and I need the blood I have!”

The average adult body contains 10-12 pints of blood and less than one pint of blood is taken when you donate. The body manufactures new blood constantly, so the blood volume (the liquid portion) will be replaced in a few hours. Most donors go about their usual activities after donating.

“I don’t have the time!”

Donating blood takes about 45 minutes and the drawing process takes about 5-8 minutes on average. This is one of the least time-consuming activities of all volunteer work. Plus, your single donation can help save the lives of 3 people — not bad for 45 minutes of your time.

“Nobody I know needs blood!”

The blood supply is a community resource voluntarily given by healthy citizens to aid the sick and injured. No one likes to think about it, but just perhaps you might find yourself or a loved one needing this kind of assistance. A safe and abundant blood supply is the community’s assurance that any and every need will be met.

“I’m afraid I’ll pass out!”

Giving blood is a safe and easy process. Eligible donors usually have no adverse effects. One of the best ways you can prepare your system for donating blood is to eat well and drink plenty of water before and after donating blood. (See “Tips for a Successful Donation”)

“I’ll wait until my blood type is needed!”

If you wait until you hear an appeal on radio or TV, the chances are pretty good that the inventory has approached a level of concern. The hospitals that are supplied by the Community Blood Bank are open 24 hours a day, 365 days a year. That means that there is a constant demand for blood and blood components. Remember, if you donate before there’s an emergency, there won’t be an emergency.



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Tips for a Successful Donation

It's natural to be apprehensive about donating blood, especially the first time, but rest assured that there are things you can do to ensure you have a great experience.

Before the Blood Drive

- Get a good night's sleep
- Eat regular meals so you don't donate on an empty stomach
- Drink extra water so you are properly hydrated

While You Donate

- **Distract Yourself:**
 - Listen to music
 - Read
 - Text or Talk
 - Draw or Play Puzzles
 - Play on your Phone
- **Tense Your Muscles**—One way to help prevent feeling dizzy or lightheaded while donating is to use a simple muscle tensing technique—it's as simple as 1, 2, 3:
 1. Cross your legs, tense your leg muscles and hold the tension for 5 seconds
 2. Release the tension for 5 seconds
 3. Continue to repeat steps 1 & 2

After You Donate

- Drink more fluids—have some more to drink right after you donate, and keep hydrated over the next several hours to help replace the fluids you have lost
- Tense you muscles—If you feel lightheaded or dizzy, remember you can use the leg crossing technique. You can also try kneeling down or squatting.



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What Happens at a Blood Drive

If we set up inside: (“mass draw”)

- CBB staff will bring all the equipment and supplies, and arrive to unload 1 hour before the start of the drive (any help unloading is appreciated)

If we use a Mobile Unit:

- The nurses will drive the Turtle Top to the site, arriving approximately 45 minutes before the start of the drive. Set up will take place on board.

Once the Drive Begins

- Donors will sign in and be given a personal health history form to fill out at the drive site.
- Once they are finished, a phlebotomist will screen them. This is a confidential and private review of the questionnaire. They can discuss any questions the donor might have, and they will have vitals like pulse and blood pressure checked. The donor’s red cell level will also be checked.
- Once the donor finishes the screening process, they will be asked to have a seat in one of our donation chairs. A phlebotomist may take a look at their arms to determine which arm is better suited for donation. The phlebotomist will clean the site, and begin the draw process. The average time to donate blood is 8-10 minutes. No donor will go longer than 15 minutes to draw blood.
- Donors will be monitored, and once finished and feeling well, will be directed to the refreshment area for snacks and a drink.

The entire process usually takes 30-45 minutes!

At the End of the Drive

- Appointments are available until the very end of the blood drive. If someone signs up for the very last apt., they will be given a 15-minute window in which to keep their apt.
- At the end of the draw time, CBB staff will clean equipment and begin finalizing paperwork. If inside, equipment will be disassembled and loaded back onto our truck.
- CBB staff will take all hazardous waste with them and upon returning to the blood bank, turn the results in to your Blood Bank Rep.

Following the Blood Drive

- Your CBB Rep will be in contact to give you the results of your blood drive, and discuss your blood drive in more detail. We want to hear your feedback!
- Thank your donors! Your Rep can provide you a list of everyone who signed in at the blood drive so they can be recognized for their time and willingness to donate. Everyone is thanked, even those who could not donate that particular day.



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Basic Requirements to Donate

As the provider of blood and blood products to local and regional hospitals, it is important to have the support of neighbors, family and friends. It is common for potential donors to have questions, so here are some of the general requirements for blood donation.

Detailed information on travel (where exactly, when, etc.) and medications (the name and reason) are needed to determine the eligibility of the donor in these cases. Please refer the person to contact the Community Blood Bank at (814) 456-4206 or toll free at 1 (877) 842-0631 for a confidential conversation.

- **Must be 17 years old or 16 with CBB parental consent form**
- **Must weigh at least 110 pounds**
- **Must be in general good health**
- **Must show PHOTO ID**
- **Must wait 56 days between whole blood donations**
- **Must wait 1 year after tattoos or piercings received from a tattoo parlor**

Please eat well before signing in to donate!

Please don't assume you cannot donate blood!



Information

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We want to get to know a bit about your company, and your role within it. This page will help us identify recruitment opportunities and offer the chance for your rep to customize strategies and programs that will help you be successful!

Company Info:

Official Name: _____

How would you like your company's name listed in CBB publications: _____

What does your company do: _____

No. of employees (total): _____

No. of shifts: _____

Will MOST employees need coverage if they leave their area to donate: YES NO

How are employees notified of company news: _____

How many employees have access to email on a daily basis (estimated percentage): _____



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Donor Chair Info:

Title: _____

Work Phone (& Ext.): _____

Cell Phone (optional): _____

Email address: _____

Brief description of responsibilities: _____

What do you like best about your job: _____

Work committees you belong to: _____

Hobbies outside of work: _____

Clubs or organizations you belong to outside of work: _____



We Want to Thank You!



Your organization is doing a wonderful thing for our community, and we want to share this good news in a way that is meaningful to your company!

How would your company like to be recognized? We are happy to include mentions on our web site and social media outlets, provide statistics for corporate reports, etc.

Talk to your Community Blood Bank Rep on ways we can highlight your good deeds!