

You don't have to be

SUPER

to be a

HERO

it's in your

BLOOD!



COMMUNITY BLOOD CENTER
OF THE OZARKS
not-for-profit organization

A HANDBOOK FOR HIGH SCHOOL
BLOOD PROGRAM
COORDINATORS



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PLANNING YOUR SCHOOL BLOOD PROGRAM

Your community, your friends, and your family are counting on you because each of us is a potential blood recipient. And because blood cannot be manufactured from any other source, your support is greatly needed!

This guide has been designed to help you develop a successful blood drive campaign. Before you begin your planning however, it is essential that you know some basic facts about your Community Blood Center and the need for blood. This will help illustrate just how important you are to area patients. You never know whose life will be saved with each blood donation – it could even be yours!

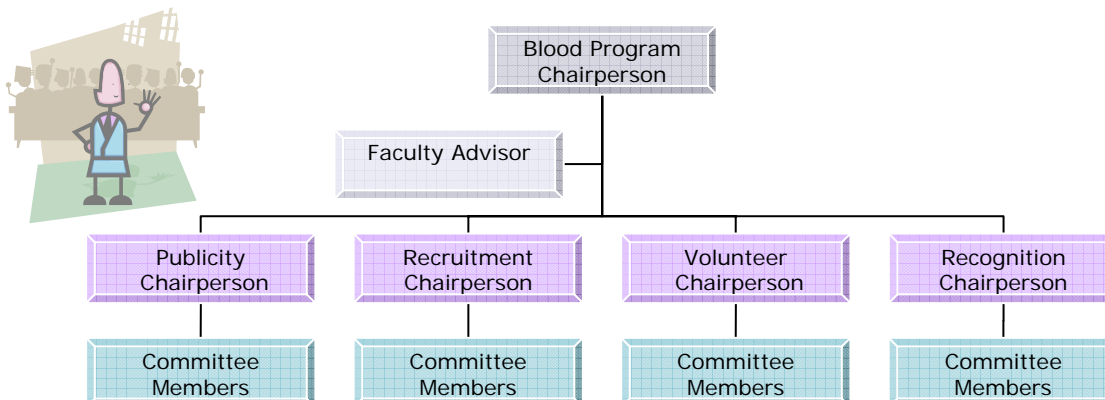


YOUR COMMUNITY BLOOD CENTER

- G** is the provider of blood for all patients treated in our growing thirty-eight county community.
- G** accepts blood from volunteer blood donors only to help ensure the safety of the community blood supply.
- G** must collect 275 blood donations each day to serve the needs of hospital patients in our region.
- G** holds up to eight (8) mobile blood drives and three (3) donor centers every day.
- G** More than 125 high schools sponsor blood donor programs in this region. Combined, these schools are responsible for approximately twenty percent of our community's blood supply.

BUILDING A SUCCESSFUL BLOOD DRIVE

Getting organized ensures a successful blood drive. It is important that all responsibilities are covered – and this is best handled by forming a committee.



- **Blood Program Chairperson** is responsible for coordinating the entire program.
- **Recruitment Chairperson** must organize a personal-contact recruitment campaign to recruit blood donors to include special education and recruitment of sixteen-year-old donors. (Sixteen-year-old donors are accepted in Missouri and Kansas only)
- **Volunteer Chairperson** will select the appropriate volunteers to assist at the blood drive.
- **Publicity Chairperson** must prepare a creative and motivating publicity campaign. The goal is to educate and have fun at the same time!
- **Recognition Chairperson** is responsible for thanking both the donors and volunteers. May include donor gifts, a listing of all donors in a public place, thank you notes, or other school recognition.
- **Faculty Advisor** should assist in obtaining administrative approval for all aspects of the campaign, should be present at all program committee meetings and at the blood drive, and assist in recruiting faculty and staff members to donate.

BLOOD DRIVE TIME TABLE

IMMEDIATELY

- ce confirm blood drive dates and hours with recruitment representative
- ce check school calendar to avoid conflicts with other activities
- ce reserve blood drive site
- ce schedule assembly/recruitment presentation



Six Weeks Before Blood Drive

- ce confirm location with blood center representative
- ce hold committee meeting to establish target dates and answer questions

Four Weeks Before Blood Drive

- ce recruitment committee meets to discuss location of appointment schedule & sign-up table hours and locations
- ce review donor prescreening and sixteen-year-old donation requirements (MO & KS only)
- ce contact recruitment representative to discuss assembly/recruitment presentation
- ce make presentations at club meetings and classes

Three Weeks Before Blood Drive

- ce begin active one-on-one recruitment
- ce start signing up and distributing parental consent forms to all sixteen-year-olds (MO & KS only)
- ce put up promotional materials

One Week Before Blood Drive

- ce distribute reminder card
- ce contact all sixteen-year-olds to return parental consent forms (MO & KS only)
- ce remind volunteers of arrival times and duties
- ce contact recruitment representative to discuss last-minute details and donor schedule

Day Before Blood Drive

- ce remind all sixteen-year-old donors who have not returned parental consent they must have one to donate (MO & KS only)
- ce make sure site is cleared and ready (tables & chairs)
- ce reminder announcement for donors to bring ID to blood drive

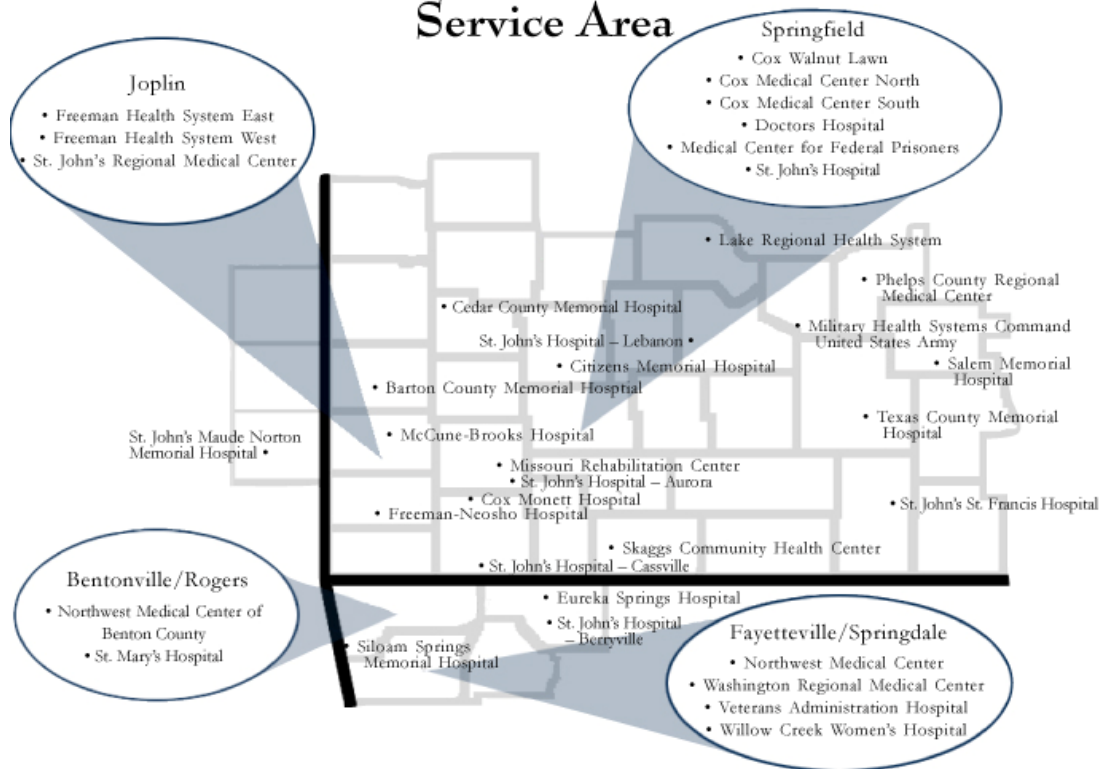
Day of Blood Drive

- ce blood center staff will arrive one hour before blood drive begins
- ce be sure volunteers are on-hand after the drive to clean the site

Remember these five steps to make your blood drive as successful as possible:

- 1** **inform** about the need for blood and the safety of blood donation
- 2** **invite** potential donors to give blood and be enthusiastic
- 3** **commit** donors by scheduling appointments
- 4** **remind** donors of their appointments just prior to the blood drive
- 5** **thank** every donor and volunteer

Community Blood Center of the Ozarks Service Area



Facts About Your Community Blood Center

What is a "community" blood center and how is it different from national organizations like the Red Cross?

The Community Blood Center of the Ozarks (CBCO) is member of America's Blood Centers (ABC), an association of independent blood centers across the country. Together, members of ABC collect nearly half of the nation's blood supply, maintaining a philosophy of meeting the needs of local patients first. This philosophical difference is what sets CBCO apart from national providers like the American Red Cross.

Doesn't the Red Cross help supply our local hospital?

All blood products transfused in the hospitals shown on our service area map (above) comes from donors who give to the CBCO*. That's right – one-hundred percent. Donations given to the Red Cross are shipped elsewhere – for hospitals in other service areas.

As long as it is helping somebody, why does it matter where I donate?

It matters because blood is in critically short supply for local patients. In addition, a nationwide shortage means that very little is available from other parts of the country. The fact is, our friends and neighbors rely on the blood you give today for their lives tomorrow. The need for blood is growing dramatically in the Ozarks. This growth has caused recurring, severe shortages. Your support for local patients will help ensure that blood is available when it is needed most.

Why should I give to CBCO instead of another agency?

CBCO is your blood center – serving the needs of your family, friends, and neighbors since 1995. No other organization serves those interests first. It's just this simple; if blood is to be available for patients in our community, CBCO must have your support. Neighbors helping neighbors – isn't that what it's all about?

* Support of the Military Health Systems Command is a responsibility shared with other blood centers nationally.

PUBLICITY IDEAS

Publicity for your blood drive can make all the difference in the world! Although Community Blood Center can provide you with an assortment of publicity materials, the best publicity involves people. Here's a brief listing of ideas to help you get started on a campaign:

- G Invite parents to donate. Provide babysitting for those with young children.
- G Create competition among groups: students vs. faculty, seniors vs. juniors, or challenge a rival school!
- G Involve as many classes as possible – art class can do posters, speech class can make presentations on giving blood, drama class can do a skit for meetings & assemblies, etc.
- G Notify yearbook staff – build pride in your blood drive for years to come.
- G Place windshield notices on cars in the school parking lot.
- G Make daily (or weekly) PA announcements.
- G Ask neighboring churches and businesses to sign people up to donate.
- G Ask all instructors to announce the blood drive in class and encourage donations.
- G Get the school paper involved – help them with story ideas.
- G Have someone like the principal, class president, or counselor wear something attention-getting – like a Dracula costume, button, flower, or hat. When people ask them about, they can invite them to give blood.
- G Hand out candy at sign-up tables – “Roll up your sleeve” with Tootsie Rolls, “Be a Lifesaver” with Lifesavers, “Let’s pull together – give blood.” with Taffy. Food gets ‘em every time!
- G Ask local businesses to advertise the blood drive on their outdoor signs or make announcements.
- G Use e-mail or your school internet site.
- G Show blood center recruitment videos on your school television channel or in classes.



RECRUITMENT IDEAS

Recruitment is different than publicity – it involves actively ASKING donors and SIGNING them up to give blood. Signing up commits the donor and helps them understand that they are needed!

- G Bring a Friend – ask each donor that signs up to bring a friend to donate.
- G Set up signup tables in the hallway before school and at lunchtime or at other school events.
- G Hold an assembly for juniors and seniors the week before the blood drive. Ask a CBCO recruitment representative to come and speak about blood donation.
- G Divide and conquer! Take the number of signups you need divided by the number of committee members and assign that many signups to each person on the committee.
- G Take a signup sheet to class with you and ask permission to make an announcement about the blood drive and pass around the signup sheet.

RECOGNITION IDEAS

Everybody loves a happy ending. There are lots of ways to recognize the donors who give at your blood drive:

- G Blood drive honor roll – display a list of all who tried to give in a prominent area.
- G Traveling trophy/award – given to the group or class with the highest percentage of participation.
- G Thank you notes or e-mails to each donor.
- G Feature story in the school paper with the names of all who participated.
- G Special artwork in the gym recognizing donors.
- G T-shirts or other appreciation gifts for donors.





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Springfield, MO
2230 S. Glenstone
Springfield, MO 65804
(417) 227-5000

Joplin, MO
Northpark Mall
Joplin, MO 64804
(417) 626-8323

Springdale, AR
5204 S. Thompson, Ste. F
Springdale, AR 72764
(479) 927-1200