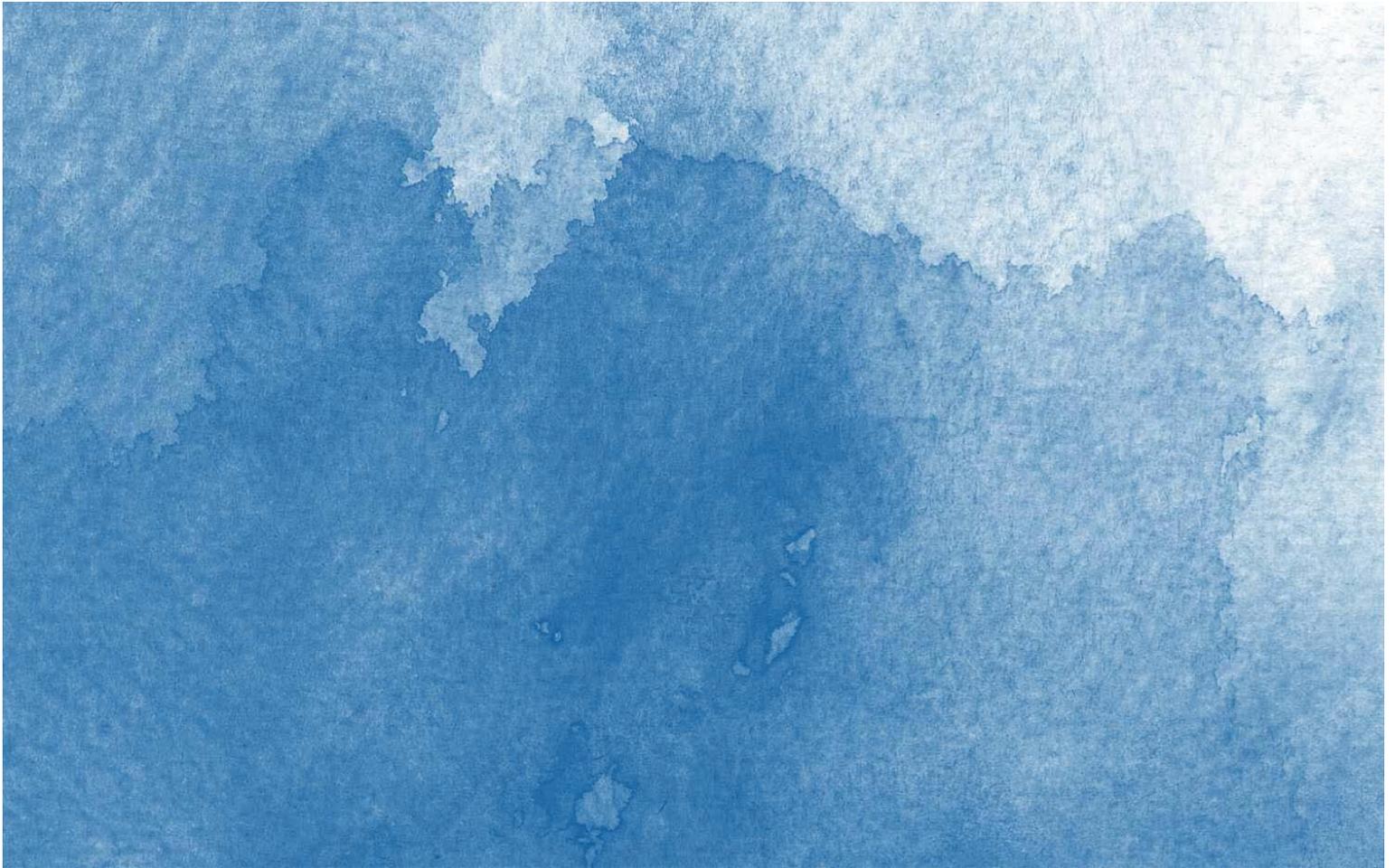
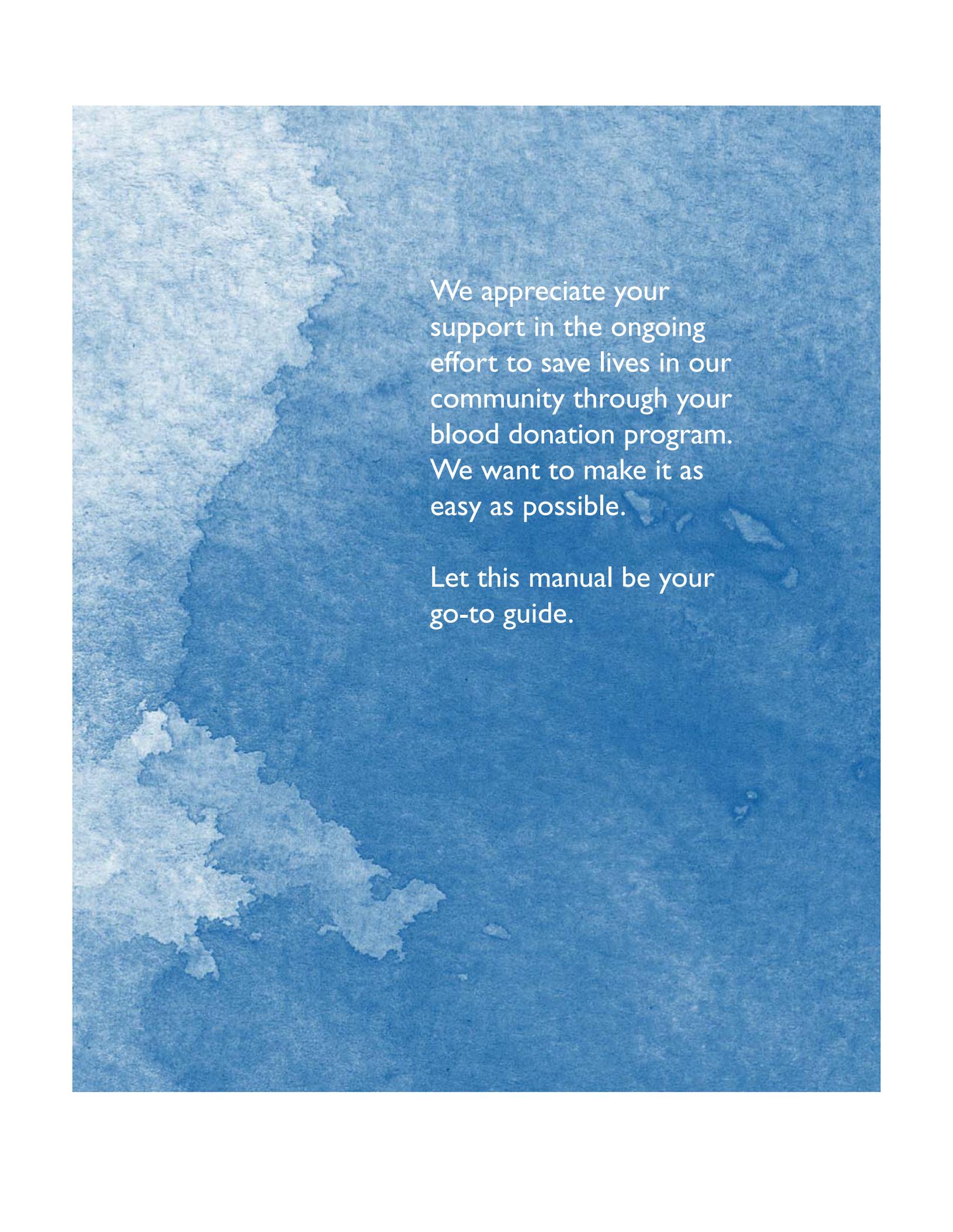


All-in-One Drive Guide

Everything you need, at your fingertips





We appreciate your support in the ongoing effort to save lives in our community through your blood donation program. We want to make it as easy as possible.

Let this manual be your go-to guide.

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 The difference you can make

What we're up against

Here's why we need your help:

- Every two seconds someone needs blood.
- 4.5 million Americans would die each year without blood transfusions.
- 37 percent of the population is medically eligible to give blood, yet only 5 percent of the national population does.
- Car accident victims can need transfusions of 40 pints of blood or more.
- A family member with cancer can need up to four pints of blood every day for two to four weeks to tolerate certain treatments.
- There is no substitute for blood. Donations are the only way hospitals and trauma centers accumulate blood supplies for patients in need.
- If all blood donors gave two to four times a year, it would help prevent blood shortages.

**A single
donation can
save up to
three lives.**



 The difference you can make

The good in doing good

Working to make a difference starts here. Hosting a blood program lets your group give back to the local community in a way that isn't about money.

Here's what giving can mean to you:

- Community groups are our best hope for reaching more donors, rallying support and saving lives where we live.
- Your group can help ensure that blood is available whenever members of your community require medical attention.
- Our partners inspire others to save lives in our community.
- Rallying everyone around a common cause can also boost morale and performance.

**What if your
life depended
on it?**



Additional information can be found at: lifesourcepa.org

? What donors need to know

Fascinating facts about blood

There is amazing innovation in the healthcare industry, from the tools that doctors use to the methods of delivery that make sure those tools are there when they are needed. But even today, there is no substitute for blood.

What donors might not know about blood:

- There are four main blood types: A, B, AB and O. Each can also be positive or negative.
- Patient needs are most critical during the summer and winter holidays. Blood centers need types O and B most often.
- O negative is the universal donor. AB positive is the universal recipient. The rarest blood type is the one that's not there when needed.
- Blood makes up about 7 percent of a person's body weight. That equates to about 10 pints of blood in the body of the average adult.
- Your body normally makes a constant supply of red cells and platelets. A healthy person regenerates a pint of blood in about four to six weeks.

Blood Type and Frequency*

O+	37.0%
O-	7.0%
A+	36.0%
A-	6.0%
B+	8.5%
B-	1.5%
AB+	3.4%
AB-	0.6%

? What donors need to know

Three ways blood saves lives:

- Red blood cells are administered to replenish blood loss and have a shelf life of 42 days.
- Platelets give people with leukemia and other cancers a chance to live — and can be stored for only five days.
- Plasma is mainly used for burn victims and can be kept frozen and stored for up to one year.

Different patients need different amounts of blood.*

Auto Accident	4 - 40 pints of blood
Liver Transplant	20 pints of blood, 10 units of platelets, 20 units of plasma
Bone Marrow Transplant	Up to 1 - 2 pints of blood per week and 6 - 8 units of platelets daily for 4 - 6 weeks
Cancer	Up to 2 - 6 pints of blood, 6 - 8 pints of platelets daily for 2 - 4 weeks

Donors with Type	Can Receive Type	Can Give to Type
O	O	O,A, B,AB
A	O,A	A,AB
B	O, B	B,AB
AB	O,A, B,AB	AB



Additional information can be found at: lifesourcepa.org

? What donors need to know

A diverse blood supply

When you make a blood donation, you could be saving the life of a family member, friend or neighbor in your community.

Your blood is priceless to an individual in need of repeat blood transfusions. The more similar the blood is to their own, the more likely they are to avoid medical complications and live a healthy life.

It may sound easy, but finding someone with the same blood type can be difficult. And for people with rare blood types, finding a match can be like finding a needle in a haystack.

Although we're fortunate to live in a culturally diverse community, not enough of us are donating blood to support everyone. For this reason, we need to come together as a community and be part of the effort to increase the number of available blood donors from all ethnic groups.



Give local.
The blood you donate
could save the life of
someone just like you.



Additional information can be found at: lifesourcepa.org

 What donors need to know

A diverse blood supply

Be a hero – you have the power to help patients in need in your community, because each blood donation can save up to three lives. Please donate blood today.

Do you know?

- When repeated or large volumes of blood transfusions are needed to treat serious medical conditions such as sickle cell disease, thalassemia, heart disease, kidney disease or cancer; finding someone with the same blood type leads to a better medical outcome.
- African American, Native American, Alaskan Native, Pacific Island, Asian, South Asian, Hispanic/Latino, Eastern European and Northern Europeans are just some of the ethnic groups that have a need for rare blood types and rely on matched blood to avoid serious complications.
- Less than 1 percent of eligible African Americans donate blood.
- Sickle cell disease is the most common inherited blood condition among African Americans. Sickle cell patients may need multiple blood transfusions. Sickle cell disease affects more than 72,000 Americans, primarily those of African descent, or about 1 in 500.
- Hispanics make up 4 percent of donors but 15 percent of the population.
- Hispanics have a higher proportion of O negative blood than other groups. O negative is critical to saving lives in emergencies where many pints of blood are needed in a short period of time.



Additional information can be found at: lifesourcepa.org



? What donors need to know

The blood donation process

Donating blood is safe and simple. We follow strict procedures to ensure that personal information is confidential and that each donation is safe for the donor and the recipient. The entire process only takes about an hour, but the reward lasts a lifetime.

Registration

To maintain accurate records, donors are asked to present two forms of proper identification and to read about donor requirements.

Mini-physical

Donors will meet with a staff member to review their medical history and take a mini-physical. This will give donors free health information, including blood pressure, cholesterol and more. A blood test will confirm donors have enough iron-carrying blood cells to donate.

The donation

Once in the donation area, a phlebotomist will prepare the donor's arm for blood to be drawn. The actual donation takes about 10 to 15 minutes during which approximately one pint of blood is collected. All medical materials used are pre-packaged, sterile and disposable.

Refreshments and relaxation

After donation, donors will be asked to rest for about 15 minutes while enjoying light refreshments.



? What donors need to know

Donor eligibility guidelines

Types of donations

Whole blood: The most common type of blood donation, in which approximately a pint of whole blood is donated.

Double red blood cells (2RBC): An apheresis donation that allows donors to safely donate twice the number of red cells than a traditional whole blood donation.

Minimum requirements for whole blood donation

Age: 17 or older

Weight: Minimum 110 pounds

Wait time after donating: 56 days

Minimum requirements for double red blood cell donation

Age: 17 or older (*16 with signed parental consent*)

Males: Must be at least 5'1" and weigh 130 pounds

Females: Must be at least 5'5" and weigh 150 pounds

Preferred types: O+, O-, B+, B-

Duration: Double red donation takes approximately 25 minutes

Wait time after donating: 112 days

How medication affects donation

The safest way to know how medication might affect your ability to donate is to call Medical Help Desk at **866.996.5100**.

Common medications that are acceptable: antacids, birth control, diuretics, many pain medications, thyroid medication and vitamins.

For answers to questions about eligibility with respect to age, weight or medical conditions, contact the Medical Help Desk at 866.996.5100.

? What donors need to know

Donor eligibility guidelines

Some people assume they're unable to donate for various reasons. The secret to knowing for sure is knowing the facts. Read the list of inhibitors below to see if any apply to you, and find out whether they are acceptable, have a necessary wait time or require contacting Medical Help Desk for details.

Acute cough, cold, sore throat, sinusitis	Wait one day after the symptoms have subsided and temperature is normal
AIDS or HIV positive	Permanent deferral
Asthma	Acceptable if symptom-free on day of donation; one day or longer with symptoms
Blood transfusion, blood components	Wait 12 months
Ear piercing	Wait 12 months, unless done with single-use sterile equipment by professional office or store
Cancer	Contact Medical Help Desk
Diabetes	If controlled by diet or oral medication, acceptable; if controlled by insulin injection, contact Medical Help Desk
Heart attack	Contact Medical Help Desk
Heart disease, heart surgery	Contact Medical Help Desk
Hepatitis	Contact Medical Help Desk
High blood pressure	Most medications are acceptable
High cholesterol	Most medications are acceptable
Menstruation	Acceptable
Pregnancy	Wait six weeks after delivery
Surgery	Contact Medical Help Desk
Tattoos	Acceptable if received in a state that regulates its tattoo facilities.
Travel	Contact Medical Help Desk



Additional information can be found at: lifesourcepa.org



? What donors need to know

Getting ready to donate

It's important to us that donors have a pleasant blood donation experience. And to help make sure they do, here are a few easy ways to prepare:

What to eat

Two hours before the appointment, have a healthy meal that includes iron-rich foods (red meat, green leafy vegetables and iron-fortified cereals). On-site snacks are not a substitute.

What to drink

One hour before donating, drink plenty of non-caffeinated, non-alcoholic beverages such as water, juice and Gatorade®. After the mini-physical, but before donation, drink at least another eight ounces of juice, water or other beverages provided by the blood center.

What to do

- Get a good night's rest the night before the drive.
- Avoid smoking at least one hour before donating.
- Do not chew gum, mints or candy before or during your donation.

? What donors need to know

Eating an iron-rich diet

When a person's body is low in iron, their blood cells decrease, and this can prevent them from donating. Eating iron-rich foods helps strengthen iron levels for safe and successful blood donation.

The foods below can help boost iron levels before donation:

- Red meat
- Liver
- Dark green, leafy vegetables
- Beans (e.g. dried, kidney, pinto, soy)
- Breakfast cereals with dried fruit
- Eggs
- Breads
- Poultry
- Tuna
- Dark molasses
- Peas
- Peanut butter
- Vitamin C-rich foods (e.g. dried fruits such as raisins, apricots, peaches)

Note: Avoid drinking tea with meals that are high in iron. Tea contains tannin, which could inhibit the absorption of iron.

Recommended daily allowance for iron (mg).

Age	Males	Females
14-18 years	11	15
19-50 years	8	18
51+ years	8	8

? What donors need to know

Wellness? Check.

Sure, donating blood is good for local patients in need. But how is it good for the donor? There are actually lots of ways. For starters, the mini-physical and blood test they receive are free. No doctor visit. No co-pay. But plenty of health information everyone needs to know.

Provided instantly:

- ✓ Temperature
- ✓ Blood pressure
- ✓ Pulse
- ✓ Iron levels

Other common tests

(results provided upon phone request):

- ✓ Total cholesterol
- ✓ Sickle cell
- ✓ Other blood disorders

For answers to questions about eligibility with respect to age, weight or medical conditions, contact Medical Help Desk at **866.996.5100**.

Remember, all personal information and health test results are kept strictly confidential.

And consider this: our exclusive donor rewards program lets you get more health information, more benefits and earn points towards rewards each time you donate. Find out more at lifesourcepa.org.



? What donors need to know

Answers to a few FAQs

We know you'll get asked some questions by donors regarding blood donation, health and wellness. Here are some answers. For others, go to lifesourcepa.org or talk to your account manager.

Q. How long will the actual donation process take?

A. The actual donation takes about 10 - 15 minutes. The entire donation process, from registration to post-donation refreshments, takes about one hour.

Q. How will my blood be used?

A. Blood donations are separated into three components: Red blood cells, platelets and plasma. Red blood cells are primarily used for things like cancer treatments, hip replacements, liver transplants, anemic patients, ulcer patients and trauma victims. Platelets are used for cancer and leukemia patients. Plasma is mainly used for burn victims.

Q. How much time does it take for my body to replace the blood I donated?

A. Not long at all. The volume of fluids will adjust within a few hours of your donation. The red blood cells will be replaced within a few weeks.

Q. If I have a cold or the flu, can I donate blood?

A. In order to donate, **LifeSource** requires that you be in generally good health (symptom free) and recommends that you are feeling well. It is for the safety of you and the recipient.

Q. If I just received a flu shot, can I donate blood?

A. Yes. There is no waiting period to donate after receiving a flu shot.

Q. I just took an aspirin. Am I allowed to donate?

A. Yes, if you are donating whole blood. There is no waiting period from the time that you took aspirin. If you are donating platelets, you must wait 48 hours after taking aspirin.

Q. If I was deferred once before, am I still ineligible to donate?

A. If your deferral is of a permanent nature, you will be informed. Otherwise, the deferral time depends upon the reason for deferral. Prior to each donation, you will be given a mini-physical and medical interview. At that time, it will be determined if you are eligible to donate blood on that particular day.

Q. Is **LifeSource** affiliated with the American Red Cross?

A. No. **LifeSource** is local. And we rely solely on local donations from donors just like you.



Additional information can be found at: lifesourcepa.org



✓ **Owning the drive**

Setting up your drive program

There are a few things every blood drive needs, including the right space, scheduling and support. Here are the basics you need to get started.

Create a donation goal

How many lives would you like to save? An expert will work with you to plan the best drive you can to reach your group's goal over the length of your program. You'll also work to establish goals for each drive.

Choose a date and time for the event

It's important to get as much involvement in each drive as you can to better your chance of meeting your goal.

Reserve a donation area

The drive is not solidified until a room is chosen and reserved. The goals you set up will help guide the type and size of the room you need. Groups that do not have a room large enough to accommodate a drive can host a drive at a local Community Donor Center.

Get a team together

Being a coordinator doesn't mean doing it all yourself. Pick a leader in your group to help recruit donors. This ensures maximum participation and will help your group save more lives. A good rule of thumb is to have one recruiter for every 25 people.

Talk it up

Once you have your location and your schedule set, all you have to do is spread the word and keep people informed.



✓ Owning the drive

Best practices

Running a successful drive isn't as hard as you might think. All you really have to do is get a few key people to help you out, keep the lines of communication open and spread the word.

A few quick tips to keep in mind:

Put the power in their hands. **Creating a public forum** (like a bulletin board or dry-erase board) is a great way to let people inspire each other in their own way.

Donor ambassadors offer critical support. Find out if anyone has given or received blood before, is passionate about blood donation or knows someone who has been a recipient. Ask if they will help recruit others.

The leading cause of non-participation is not being asked. Sometimes **a simple follow-up is all it takes.**

Don't make it harder than it has to be. If you ever have questions or need help, **your Account Manager is just a phone call away.**

Those who can't donate can still get involved. Ask **ineligible donors to help** recruit and/or volunteer to help out the day of the drive.

Use technology. Leveraging email distribution lists can help reach the most people with the least amount of effort. Encourage one-to-one recruitment where members of your local community ask other people to come along.

Ask high-profile group and community leaders to volunteer time at the drive to hand out refreshments or support donors.

✓ Owing the drive

Drive planner

Drive date: _____ Drive time: _____
 Location: _____ Estimated group size: _____

3 months before drive

Month: _____

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- Estimate group size
- Select the date, time and location
- Plan recruitment strategy and goals
- Send a leadership letter
- Confirm involvement of key group leaders and recruiters

Notes: _____

2 months before drive

Month: _____

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- Get a signed letter from leadership to rally support
- Plan recruiters meeting and send invites
- Obtain email distribution list
- Gather promotional materials

Notes: _____



✓ **Owning the drive**

Month of drive

Month: _____

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Notes: _____

1 month BEFORE drive

- Hold recruiters meeting (get people to help out with greeting donors, distributing refreshments, directing traffic, etc.) and send follow-up summary
- Hold an educational forum
- Advertise blood drive • Train and educate group leaders on how to recruit
- Kick off and monitor sign-up process

2 weeks BEFORE drive

- Create master schedule using sign-up sheets • Coordinate involvement of volunteers

1-2 days BEFORE drive

- Make reminder phone calls and send reminder emails to donors
- Confirm logistics

Day of drive

- Monitor progress of the drive
- Make calls to donors who have missed appointments

1-3 days after drive

- Thank everyone for their help in the ongoing effort to save lives
- Debrief/follow-up to address any customer service or other issues
- Make a plan for additional blood drives for the year



Driving improvement

Build off the success of your drive to help make your next one an even bigger success. Use this section to make notes fresh off the event to better the process and the experience in the future.

What could we have done to improve the space selection or layout for the drive?

How could we have improved our effectiveness in recruiting?

What could we have done to improve our success at “spreading the word”?

What feedback did you get along the way that might help you next time?

How can you use the success of this drive to increase excitement and participation in the next one?

Were there any customer service issues that need to be addressed for your next drive?

When is your next drive?



✓ Owning the drive

DonorPass

Save time at your donation! Get your DonorPass online at home or work.

Use DonorPass to complete the health history questionnaire online, before arriving to donate! DonorPass is similar to an electronic airline boarding pass or eTicket:

- Quick
- Convenient
- Confidential

To get started:

1. Visit lifesourcepa.org on the same day as your donation and click the DonorPass icon*.
2. Answer the online health history questions.
3. Once you complete the questionnaire, print your DonorPass and take it with you to the drive.
4. Present the staff with your DonorPass during your health history interview.

Learn more and get started at:

lifesourcepa.org

*Important: The FDA requires that the online health history questionnaire be completed on the same day as your donation (beginning at 12:01 am). Be sure to review the FAQ and minimum system requirements before getting started.



Additional information can be found at: lifesourcepa.org



! Spreading the word

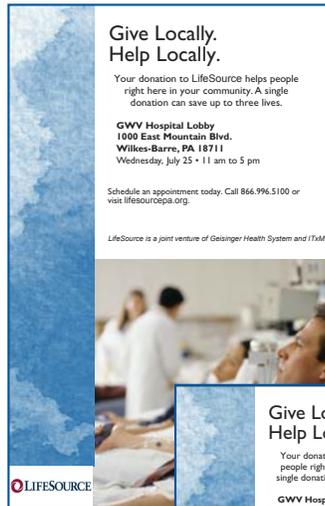
Your marketing tool kit

The secret to getting people to the drive is not keeping it a secret. The right on-site posters and event signage help you keep people informed, educated and excited to participate. Check out the following pages for what to use when and what will work best for you.

! Spreading the word

Promotional materials

Depending on your group's needs, we offer a variety of promotional materials to help advertise the event and get people involved.



Poster



Flyer

When do I use these?

Pre-Drive: During the months leading up to the drive, posters, flyers, tabletop ads and more keep the event top-of-mind and create excitement.

Drive: Leave these materials posted through the end of the drive to remind people on event day.



Additional information can be found at: lifesourcecpa.org