An adult has approximately **10-12 pints** of blood.

About **1 in 7** patients require a blood transfusion.

More than **4.5 million** people in the U.S. need blood transfusions each year.

**Fourteen tests** are performed on every unit of blood, including HIV, Hepatitis B & C, HCV, HTLV, Syphilis, West Nile virus and Chagas' disease.

Type O-Negative donors are **universal donors**. This means that their red blood cells can be transfused to any patient, regardless of the recipient’s blood type.

38% of the U.S. population is eligible to give blood, but less than 10% actually donate.

**WHAT’S IN BLOOD?**

- **Plasma**: Carries blood cells, water and nutrients. 55%
- **Red blood cells**: Deliver oxygen, remove carbon dioxide. 44%
- **Platelets**: Help the clotting process. +
- **1% White blood cells**: Defend the body against infection.

**RED CELLS**

Carry oxygen and are used in surgeries and can be stored in refrigeration for up to 42 days.

**PLATELETS**

Used to control bleeding and frequently used in treatment for cancer. Platelets are kept at room temperature and may be used for up to five days.

**PLASMA**

Used to control bleeding and can be kept in a frozen state for up to one year.

**CRYOPRECIPITATE**

Helps blood to clot, especially for patients who have certain types of bleeding disorders and is made from frozen plasma.

**WHITE CELLS**

Filtered out through a process called leukoreduction and are not used for transfusions.

**WHO NEEDS BLOOD?**

- **36K units** needed every day
- **1 pint of whole blood** saves 3 or more lives
- **Every 2 seconds** an American needs blood

**GIVE BLOOD, SAVE LIVES**

[www.bloodcenter.org](http://www.bloodcenter.org) | 800-747-5401
Blood Drive Plan for Success
List the activities that will make this drive a success on the lines provided below.

Sponsor Plan of Action
1. _____________________________________
2. _____________________________________
3. _____________________________________
4. _____________________________________
5. _____________________________________

DRC Plan of Action
1. _____________________________________
2. _____________________________________
3. _____________________________________
4. _____________________________________
5. _____________________________________

New Things to Try
1. _____________________________________
2. _____________________________________
3. _____________________________________
4. _____________________________________
5. _____________________________________

Recruitment Tips
Donors respond best when they are personally asked to donate.

Tips for Churches
• Announce drive details during services.
• Have donor sign-up table in area where appointments can be made between or after services.
• Place messages or inserts in bulletin.
• Put fliers or posters in gathering areas.
• Ask youth group for help with recruiting donors.
• Have committee members contact donors.
• Use your congregation directory as a calling list.

Tips for Schools
• Place messages in student newspaper, web sites and radio.
• Give five-minute classroom speeches to ask for support.
• Announce drive on school marquee.
• Put fliers or posters in gathering areas.
• Have school committees personally contact donors.
• Hold a contest or challenge between campus groups.
• Have sign-up tables in busy areas like cafeterias or at events.

Tips for Community
• Use groups or committees to help with recruitment.
• Ask service clubs or businesses to claim a time period for their members to donate.
• Call membership directories in addition to previous donor lists.

Tips for Businesses
• Involve the entire organization. Get managers from each department to help recruit their team members.
• Be strategic when booking location and time of drive.
• Ask leaders to discuss blood drive during meetings.
• Have sign-up tables at the entrance of meeting rooms.
• Send e-mail facts, invitations and appointment reminders.

FOLLOW US ON SOCIAL MEDIA
Facebook.com/mvrbc
YouTube.com/mvrbc
Twitter.com/willyougive
Instagram: @willyougive
Snapchat: @willyougive

Blood requirements for life-saving medical care (on average)

<table>
<thead>
<tr>
<th>Condition</th>
<th>Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accident with massive blood loss</td>
<td>50+ pints of red blood cells</td>
</tr>
<tr>
<td>Organ transplant</td>
<td>40 units of blood, 35 units of platelets</td>
</tr>
<tr>
<td>Severe burn treatment</td>
<td>25 units of plasma, 20 units of plasma</td>
</tr>
</tbody>
</table>

(800) 747-5401 | www.bloodcenter.org