

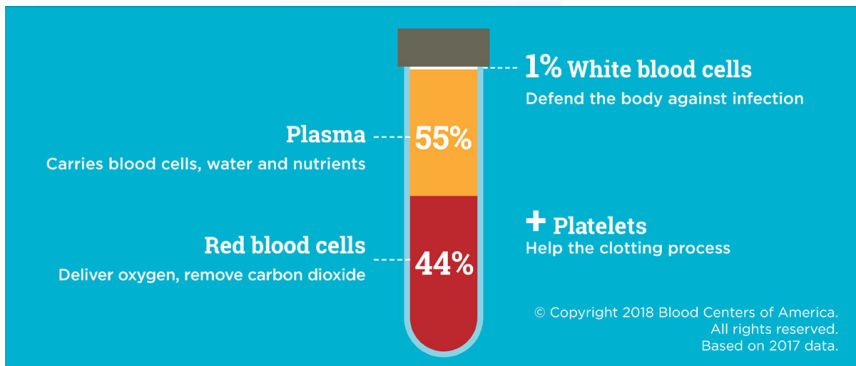


BLOOD FACTS

- 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.

Less than 10% of the U.S. population give blood.

WHAT'S IN BLOOD?



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?



GIVE BLOOD, SAVE LIVES 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. _____

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)

Accident with massive blood loss



50+

pints of red blood cells

Organ transplant



40

units of blood



35

units of platelets



25

units of plasma

Severe burn treatment



20

units of plasma

© Copyright 2018 Blood Centers of America. All rights reserved. Based on 2017 data.

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.

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