

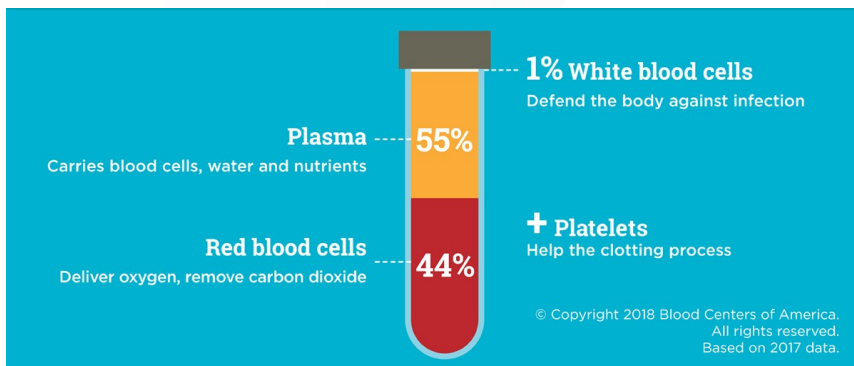


# BLOOD FACTS

- 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.

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

## 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](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. \_\_\_\_\_

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### 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

Severe burn treatment



25

units of plasma



20

units of plasma

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### 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](http://www.bloodcenter.org)