

MILLER-KEYSTONE BLOOD CENTER

Blood Drive Captain's Manual



TEAMWORK

CONTENTS

YOU ARE THE KEY:

The Role of a Blood Drive Captain 1

PEOPLE LIKE YOU ARE COUNTING ON PEOPLE LIKE YOU:

A Community Responsibility 1

SIGNING UP DONORS:

Donor Recruitment Techniques 2

Responding to Donor Objections 3

MORE HELPFUL INFORMATION:

The Most Commonly Asked Questions: The Donation Process 6

It Takes a Special Person: Basic Donor Qualifications 7

**The Most Common Reasons
For Not Being Able to Give Blood: Pre-Screening Guidelines 7**

Quick Facts 8

Hospitals We Serve 9

YOU ARE THE KEY: THE ROLE OF A BLOOD DRIVE CAPTAIN

THERE ARE THREE BASIC REASONS WHY PEOPLE DON'T GIVE BLOOD.

- *It is not convenient*
Your blood drive has been scheduled to provide a convenient time, place, and opportunity to give blood.
- *They are afraid*
That's normal. We have found that donors can overcome the fear once the donation process is explained and they understand how important it is to give blood.
- *No one asked them to give blood*

This is the single most common reason people do not give!

That's where you as a blood drive captain fit in.

You are the link between the patients who need blood and the donors who give blood. Hoopla does not sign up donors. Blood drive captains do - armed with information, enthusiasm, and pledge cards.

Your blood drive is successful when you are successful! This booklet has been prepared to help you succeed.

Thank you for being a blood drive captain. Your job is important, rewarding, and caring.

PEOPLE LIKE YOU ARE COUNTING ON PEOPLE LIKE YOU: A COMMUNITY RESPONSIBILITY

Blood must be available for anyone who needs it. It cannot be manufactured, harvested, or mined. Its only source is healthy, caring people who understand giving blood is a community responsibility. People like you are counting on people like you to make sure blood will be there when it is needed.

Because of the generosity of volunteer donors in our community, patients and their families are not asked to carry the burden of replacing blood used.

SIGNING UP DONORS: DONOR RECRUITMENT TECHNIQUES

TALK TO EACH POTENTIAL DONOR IN PERSON, FACE-TO-FACE.

Because donating blood is such a personal experience, it is essential that every person asked to give blood be approached in person, face-to-face. Personal contact is the only way to be sure that potential donors realize how important their donations are and how many people they may be helping. For this reason, do not leave pledge cards without first speaking to the potential donor. If a potential donor is not in when you make your recruitment call, try again later.

BE ENTHUSIASTIC - IT'S CONTAGIOUS.

Your commitment will become their commitment.

BE CONFIDENT.

You are asking people to do something that will help other people - and make them feel good about themselves.

Confidence builds from experience, which dispels the fear of the unknown. By reviewing the techniques in this booklet, you will be prepared to be a successful blood drive captain.

BE PREPARED.

Know the day, date, and time of your blood drive; have enough brochures and pledge cards on hand for your calls. Know where and when the drive will be held.

RESPONDING TO DONOR OBJECTIONS

USE AN OPENING PHRASE.

“We are sponsoring a blood drive in two weeks. If you give just one hour of your time to donate blood, you will be helping as many as three people who are fighting for their health and their lives. When would it be most convenient for you?”

Many people agree to donate just by being asked. But others may respond with:

“Uh, sorry, I don't like doctors, needles, etc..”

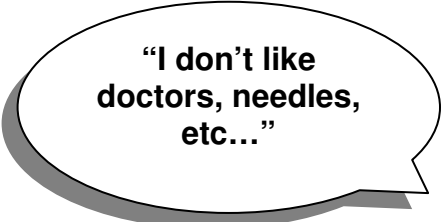
“Sorry, I don't have the time.”

“I have a medical condition that prevents me from donating.”

“I would, but I won't be around that day.”

“Forget it, you can get AIDS from donating blood.”

You can deal with these objections. Here's how to handle them...



**“I don't like
doctors, needles,
etc...”**

People who raise this objection are afraid of doctors, needles, or an unknown experience. You should:


Acknowledge their fear: "I understand your concern, many people are nervous about donating blood."

Give reassurance. Draw upon your own donation experiences: "Here's what to expect: you will register, giving your name, address and other basic information. Next, your health history will be taken. The blood donation itself lasts for 5-10 minutes. The needle will feel like a mild pinch and that's all. Afterwards, you'll rest for a short while, and have some juice, or soda, and maybe a cookie or two."

Ask for the pledge: "It's worth it to save lives. Which (Day/Time) would be most convenient for you?"

People who raise this objection do not realize how truly important the need for blood is. You should:

Inform them: "I know how busy you are, many of us are. But we give blood anyway because it is urgently needed. It only takes about an hour. After all, nothing is more important than helping someone who is sick or injured to recover."

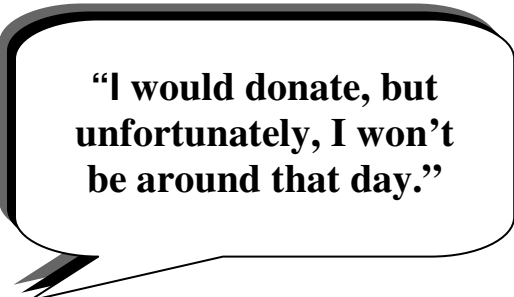


**“I'm
too
busy”**

You may want to share some Quick Facts (see page 8).

Tell them about your organizations' support: "Many people from (Organization) are donating from (The Leader) on down."

Invite them to join: "Why don't you join us? Which (Day/Time) would be most convenient for you?"



"I would donate, but unfortunately, I won't be around that day."

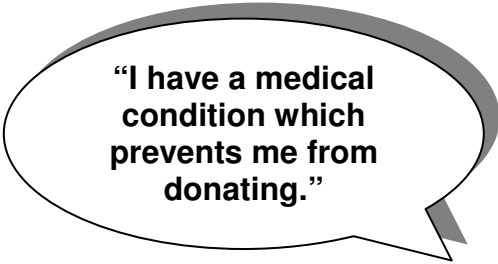
People who won't be present at the time of the drive obviously can't participate. However, do take advantage of the opportunity to secure their commitment for the next one.

You should:

Thank them for their good intentions: "Thanks for saying you would."

Inform them of the approximate time of the next drive: "Even though you won't be here for this blood drive, we will have another blood drive next (Month)."

Ask them to participate: "You can also go to one of the Blood Center's fixed sites. Just call:



"I have a medical condition which prevents me from donating."

Miller-Keystone Blood Center
Bethlehem - (610)-691-5850 or 1-800-223-6667
Allentown - (610)-820-0962 or 1-800-223-6667
Easton - (610)-559-7100 or 1-800-223-6667
Hazleton - (570)-454-8015
Reading - (610)-926-6060 or 1-800-486-2566
Wind Gap - (610)-691-5850 or 1-800-223-6667

Accent the answer: "I understand your reason."

Verify ineligibility: Share current pre-screening guidelines:

"If your condition is temporary, you may still be able to donate at a future date. I'll check with you later.

If you have any questions about the guidelines, please call Miller-Keystone Blood Center

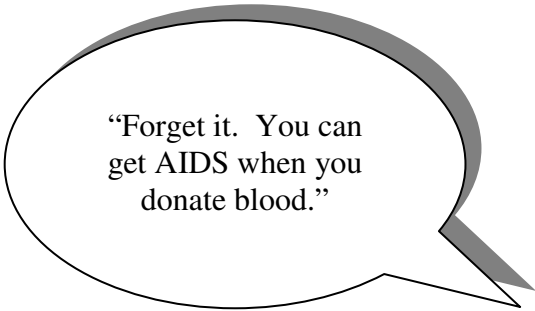
Lehigh Valley - (610)- 691-5850 or 1-800-223-6667

Reading - (610)-926-6060 or 1-800-486-2566

Hazleton - (570)-454-8015

Should the reason be temporary: We will ask next time: "I'll check with you when we hold our next blood drive in (Month)." If donors indicate medical conditions are temporary, have them fill out the pledge card or direct them to a convenient blood donation site near home or work. Consult the Blood Center for phone numbers. Remind them to mention your group when they register.

If (no) thank them: Respect their privacy: "Thank you anyway."



“Forget it. You can get AIDS when you donate blood.”

This is a misunderstanding some people still believe. Their response is a result of wrong information. You should:

Inform and reassure them: "You can't get AIDS, or any other disease, when you give blood. The materials, including the needle used for your donation, are new, sterile, disposable and used only once by you for your donation. You are not exposed to anyone else's blood."

Ask them to reconsider: "Patients who need blood are counting on healthy people to give blood. Blood cannot be manufactured. If you consider that your blood donation may help several people, you may change your mind."

Ask them to participate: "Which (Day/Time) would be good for you?"

Despite your skilled use of Donor Recruitment techniques, some people, without offering any reason, won't agree to donate. Do not become discouraged by these people. You should:

Accept their answer: "I know that you must have your reasons for not participating."



“No!”

Ask them to reconsider: "But if you consider that each donation can help several people who are fighting for their lives, you may change your mind."

You may want to share some Quick Facts (page 8).

Leave them a brochure with a pledge card: "If you do reconsider, please contact me. I hope to hear from you."

Give them the phone number and location where you can be reached.

THE MOST COMMONLY ASKED QUESTIONS: THE DONATION PROCESS

What will happen first?

You will be asked to provide some basic information such as your name, address, age, and so on. A medical history is taken, a drop of blood is analyzed for iron content, and then your pulse, blood pressure, and temperature are checked.

How long does the donation take?

The procedure is done by a skilled, specially trained medical professional and takes five to 10 minutes. You will rest after donating and enjoy refreshments. Plan to spend about an hour at the blood drive.

How much blood is taken?

A unit, which is a little less than a pint.

How long will it take to replenish the pint?

Blood volume is replaced within 24 hours. Red cells need about four (4) to eight (8) weeks for complete replacement. You need to wait 56 days, or eight (8) weeks to donate again.

How will I feel after donation?

Most people feel great! Donors who know what to expect and have eaten regular meals before donating are usually fine. After donating, drink extra fluids for the next 24 hours.

Can I donate during my menstrual period?

Yes, if you are feeling well.

How soon after donating can I get back to my regular routine?

Right away. Be careful when lifting, pushing or picking up heavy objects for the rest of the day.

What happens to my blood after donating?

After donation, your blood will be tested for blood type, hepatitis, **HIV (AIDS)**, HTLV-1 and syphilis. Then it can be used either as whole blood for one patient, or after separation into components (such as red blood cells, platelets and plasma), to help several patients.

Is it true I can get AIDS if I give blood?

No. You cannot get AIDS or any other disease by giving blood. The materials, including the needle used for your donation, are new, sterile, disposable and used only once by you for your blood donation.

IT TAKES A SPECIAL PERSON: BASIC DONOR QUALIFICATIONS

- Blood donors must be at least 17 years old (there is no upper age limit), weigh at least 110 pounds, be in good health, and not have donated blood within the last **56** days.
- Donors will be required to present identification before donating. ID **MUST** have a name printed on it **PLUS** a photo and/or signature.
- Donors should eat at regular mealtime. If that time will be within four hours of donating blood, donors should avoid foods high in fat content such as butter, cream and fried potatoes.
- Donors should be well - hydrated, but refrain from drinks that contain caffeine.

THE MOST COMMON REASONS FOR NOT BEING ABLE TO GIVE BLOOD: PRE-SCREENING GUIDELINES

- Very specific criteria must be met before a person can become a blood donor. There are some medical conditions that can temporarily or even permanently defer a blood donation. They are listed on the "Eligibility Information for Blood Donors" brochure.
- All donors will be evaluated during their health history interviews on the day of the drive. You may be able to save your donors time and help your drive run more smoothly by encouraging them to read and follow the guidelines in the brochure we provide.
- If there are any questions regarding the guidelines, please call the Blood Center's Telerecruitment Department for information at 1-800-223-6667 or 1-800-486-2566.



QUICK FACTS

Who Needs Blood?

Ninety-five percent of us will have used blood or a blood product by the time we reach age 72.

One blood donation can save several lives. How? By separating each donation into its components:

red blood cells (for anemia)	white blood cells (for leukemia)
plasma (for burns)	cryoprecipitate (for hemophilia)
platelets (for internal bleeding)	

One out of every 10 people hospitalized needs blood or a blood component.

Community Blood Supply

Every day, we need 450 donors for the patients in the hospitals we serve.

Blood Donation

You can give blood every **56** days.

You cannot get AIDS from giving blood.

The average person has 10 to 12 pints of blood in his/her body. Healthy people can spare (one) 1 pint of blood. Blood volume is naturally replaced in 24 hours.

Blood Types

The rarest blood type is the one that is not there when it is needed.

There are four major blood groups: A, B, AB and O. All are inherited.

As you can see, it takes all types.

NOTES: