

HOST a blood drive

Give
life
to **YOUR**
community



We Need You.

Sponsoring a blood drive may be the most important service you can offer your community. As individuals, we share the huge responsibility of ensuring an adequate blood supply for everyone in need. And, blood drives like yours have a way of boosting the morale of both current and potential donors.

FIVE STEPS TO SUCCESS!

Organizing a blood drive is relatively simple and your Central California Blood Center Recruiter will be with you every step of the way. Be sure to stay in touch, especially if anything changes before the drive starts.

1. Find your potential

Begin by finding out how many people will participate if your business or organization held a blood drive by circulating a sign-up sheet. It takes at least 15 committed donors. The more donors, the larger the drive.

Why are advance commitments needed before I schedule a date?

Experience shows that donors who sign up in advance will be more committed to giving at your drive. Because we are a non-profit organization committed to providing patients and donors with the most cost-effective, high quality services available — advance commitments are necessary.

2. Set a date, a time and a site

Choose the date, time and place that will accommodate the largest number of donors. You can host your drive inside your facility, a blood center or use a bloodmobile, depending on the capabilities and size of your group.

What do I need to consider when choosing a location?

You'll need to keep in mind that your space should be close to an easily accessible entrance, as well as, to restrooms and a telephone. You'll also need to consider ventilation, heating/air conditioning, lighting and electrical outlets. CCBC will provide all other equipment.

If you don't have adequate indoor space for a drive, try a donor center or we can bring our self-contained blood-mobiles. Your recruiter can help you throughout the decision making process.

3. Set a goal, recruit donors and promote drive

Your goal is part of the daily projection we rely on to meet the community's needs. Your CCBC Recruiter can help you set an achievable goal and guide you toward reaching it. The most effective recruiting tool is a personal invitation to give blood! The most common reason people give for not donating is that they've never been asked.

How do I get people to sign up?

Ask and remind: ask donors to set an appointment and then remind them! Gain upper management's support for donors to give on company time if this drive takes place at work. Form a committee to help with face-to-face recruitment and brainstorming ideas like:

- Post fliers with the date, time and blood drive contact
- Send e-mail messages with blood drive information
- Presentations can reinforce the need for donors and answer questions
- Create paycheck stuffers to announce your blood drive

Your CCBC Recruiter has many successful tips and ideas to share with you.

4. Stay Involved

We always hear that communication is key. Before the drive begins, you'll need to keep your recruiter advised on the progress of meeting your goal so that staff and resources can be adjusted if needed.

5. Recognize Donors

Keep donors coming back by thanking them for their gift and reminding them that they'll be eligible to donate again in 56 days (8 weeks).

Organize a blood drive

Many patients need blood now.

The major reasons are:

- Trauma injuries and burns
- Cancer
- Blood and immune system diseases
- Surgery
- Heart and blood vessel disease
- Organ and bone marrow transplantation



Your blood drive is critical in helping meet patient needs.

The Central California Blood Center must collect between 5,000 to 6,000 pints of blood a month to meet the needs of our Valley community.

Who can donate blood?

Most people can donate blood. In general, those who are at least 17 years old (16 with written parental consent), in good health and weigh at least 110 pounds may donate blood every 56 days (8 weeks). There is no upper age limit.

For more information about eligibility requirements, please call 1-800-404-BLOOD.

Register to donate marrow

Each year, thousands of patients with leukemia or other potentially fatal diseases need marrow transplants to survive. Many of these people will search the Be the Match Registry for a genetically matched donor. To join the registry through the Central California Blood Center, a DNA sample is taken by mouth swab and later HLA typed. To give all patients an equal chance for finding a donor, people of diverse ethnic backgrounds are specifically encouraged to join. Call 1-800-404-BLOOD for more information.

Your community resource

The Central California Blood Center is the sole provider of blood and blood products for the 31 hospitals in Fresno, Tulare, Madera, Kings and Mariposa Counties and must collect between 5,000 to 6,000 pints of blood a month to meet the needs of our Valley community.



Imagine Saving a Life

When someone needs help, someone else offers it. That's the way it should be. That's what makes a community. While your personal blood donation is both needed and appreciated, you can do even more to help. You can get other community-minded people to join you and you can organize a blood drive.

It's easy to do and the reward is more gratifying than you might think. That's because you'll be helping to ensure a stable blood supply for everyone in our Central Valley community, including you! And, right away, you'll be helping to save lives. Can you imagine anything better?

Central California Blood Center

Serving Central California for more than 50 years

Jenny Eller Donor Center
4343 W. Herndon Avenue
Fresno, CA 93722
559-389-LIFE (5433)

Fresno Donor Center
3445 N. First Street
Fresno, CA 93726
559-224-2900

North Fresno Donor Center
8094 N. Cedar Avenue
Fresno, CA 93720
559-324-1211

Visalia Donor Center
1515 S. Mooney Boulevard
Visalia, CA 93277
559-625-3121

Porterville Donor Center
93 N. Main Street
Porterville, CA 93257
559-781-5532

www.donateblood.org