WELCOME!

On behalf of the San Diego Blood Bank staff and the Board of Directors, I would like to welcome you and thank you for volunteering your time to help our community. I am happy you have joined our San Diego Blood Bank family by agreeing to be a Chairperson for a blood drive at your school.

You are an important part of a superb team that has provided the highest quality blood services to the San Diego area for more than 60 years. I’m certain that your abilities and enthusiasm will help us as we continue to collect the Gift of Life and distribute it to the hospitals we serve. Blood is needed every 3 seconds, and your assistance in fulfilling San Diego Blood Bank’s mission is greatly appreciated!

This volunteer packet has been prepared to assist you in becoming familiar with organizing and running a successful blood drive at your school. Please take the time to read this packet. Your San Diego Blood Bank high school representative will be available to answer any questions you may have.

Again, welcome to our organization! I trust your partnership with the San Diego Blood Bank will be both a rewarding and satisfying experience.

David Wellis, Ph.D.
Chief Executive Officer

San Diego Blood Bank’s Mission:

*Saving lives with quality blood services in partnership with the community.*

San Diego Blood Bank’s Vision:

*Ensuring future community health by extending into research and by providing wellness services.*
THANK YOU!

Thanks for coordinating a San Diego Blood Bank blood drive at your high school…

You and the other students at your school are the future of our community’s blood supply.

We know that people who begin donating in high school are more likely to keep giving throughout the rest of their lives. During the school year, high schools provide 23 percent of the blood donated through the San Diego Blood Bank! More than 100,000 hospital patients in the Southern California region count on us to make sure there is always blood available.

Donating blood and coordinating your school’s campaign are great exercises in leadership and volunteer service. They’re also great activities to put on your college application or on your resume. In addition, you can participate in the High School Challenge to win a grant for your school. Or, a student can win an individual scholarship. You can also accumulate points for use in our online store and reward your blood drive team members.

The pages in this workbook will give you everything you need to coordinate a drive at your school. But we don’t expect you to do it by yourself. Your San Diego Blood Bank contact who specializes in coordinating high school blood drives will help you along the way.

COMPLETE THE FORM BELOW

Your San Diego Blood Bank contact is: ______________________________________
Office phone: ______________________   Mobile phone: ________________________
Email: _____________________________
Secondary contact person at SDBB:_________________________________________
Office phone: ______________________
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We are here to assist you and ensure you have a successful blood drive! Call us with any questions you may have.

**Mailing Address**
San Diego Blood Bank
3636 Gateway Center Avenue, Suite 100
San Diego, CA 92102

**Main Phone Line**
1.800.4MY.SDBB (469.7322)

**Website**
www.sandiegobloodbank.org

**Blood Drive Coordinator Website**
www.mysdbb.org
SERVING HOSPITALS THROUGHOUT SOUTHERN CALIFORNIA

The San Diego Blood Bank is the primary supplier of blood to hospitals throughout San Diego and Orange Counties.

Every day, patients at area hospitals need transfusions to battle a variety of life threatening injuries and diseases including:

<table>
<thead>
<tr>
<th>Condition</th>
<th>Average Blood Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premature Infant</td>
<td>1 – 4 units of red cells</td>
</tr>
<tr>
<td>Automobile Accident</td>
<td>5 – 100 units of red cells</td>
</tr>
<tr>
<td>Burn Victims</td>
<td>20 units of platelets</td>
</tr>
<tr>
<td>Cancer Patient</td>
<td>3 – 10 units of red cells/10 – 30 units of platelets</td>
</tr>
<tr>
<td>Sickle Cell Patient</td>
<td>10 – 20 units of red cells</td>
</tr>
<tr>
<td>Heart Surgery</td>
<td>3 – 8 units of red cells /1 – 10 units of platelets/</td>
</tr>
<tr>
<td></td>
<td>2 – 5 units of plasma</td>
</tr>
<tr>
<td>Organ Transplant</td>
<td>10 – 30 units of red cells/10 – 30 units of platelets/</td>
</tr>
<tr>
<td></td>
<td>10 – 20 units of plasma / 20 bags of cryoprecipitate</td>
</tr>
<tr>
<td>Bone Marrow Transplant</td>
<td>15 – 20 units of red cells/100 – 120 units of platelets</td>
</tr>
</tbody>
</table>
DID YOU KNOW?

Hospital patients need your blood
In the United States, a blood transfusion takes place every two seconds. To adequately supply the Southern California hospitals served by the San Diego Blood Bank, hundreds of donations are needed every day.

One donation can save multiple lives
Donated blood is separated into components that can be used for more than one patient.

- Red blood cells control anemia
- Platelets help blood clot and are needed by patients undergoing chemotherapy
- Plasma is used for burn victims

Giving blood is safe, easy and it saves lives
Everything used in the donation process is sterile, disposable and used only once. You cannot contract any disease by giving blood.

You have a lot to give
The average size man has 12 pints of blood. The average size woman has 10 pints.

- Each whole blood donation is one pint
- Seven percent of your body weight is blood
- When you donate blood, your body immediately begins to restore the blood that was given
DID YOU KNOW?

- There are 150 billion red blood cells in one ounce of blood
- There are 2.4 trillion red blood cells in one pint of blood
- The human body manufactures 17 million red blood cells per second. If stress precipitates a need, the body can produce up to 7 times that amount. (That’s up to 119 million red blood cells per second.)
- A red blood cell is around 7 microns in size. (A micron is one millionth of a meter.)
- It only takes 20 to 60 seconds for a drop of blood to travel from the heart, through your body, and back to the heart again
- Cows have 800 (and possibly more) blood types
- The most common blood type in the United States is O Positive (37% of the population), while the least common blood type is AB negative with only (1% of the population)
- Patients in the United States use approximately 32,000 pints of blood every day
- All blood isn’t red. Crabs have blue blood. Earthworms and leeches have green blood. Many invertebrates, such as starfish, have clear or yellowish blood
- Every 5 minutes, a San Diego area hospital patient receives a blood transfusion supplied by a San Diego Blood Bank donor
The goal of San Diego Blood Bank High School Challenge is to spark the interest of young donors with the hope of maintaining that commitment for years to come.

Here’s how it works.

Throughout the year, your school’s blood drive achievements will be posted and updated on the San Diego Blood Bank’s website. Students can track their school’s standing in several categories, including highest number of donations for the entire year and highest school performance ratio for the year.

To see how your achievements measure up, you will also be able to monitor blood drive activities at other schools by visiting our website.

Each school’s achievements will be tallied at the end of the school year. Winners will be announced on our website: SanDiegoBloodBank.org

IT TAKES THREE SIMPLE STEPS TO SIGN UP

1. **Commit** to participate in the High School Challenge.

2. **Form** a committee of talented people to assist in your recruiting efforts.

3. **Encourage** pre-scheduling of appointments online.
HOW TO BE ELIGIBLE

**Important** - To be eligible for the High School Challenge Grant Program, the participating high school must conduct at least three blood drives with San Diego Blood Bank from August 1–June 10 and achieve their annual goal.

There are two components:

**Component 1 – Annual Goal**
High schools will be divided into five groups based on senior class population (data to be obtained in September). Any school that meets their annual goal will receive a grant award* as follows:

**Annual Goal Achievement Breakdown (goal assigned by SDBB)**

<table>
<thead>
<tr>
<th>Senior Class Size</th>
<th>Grant Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-150</td>
<td>$500</td>
</tr>
<tr>
<td>151-300</td>
<td>$600</td>
</tr>
<tr>
<td>301-450</td>
<td>$750</td>
</tr>
<tr>
<td>451-600</td>
<td>$1000</td>
</tr>
<tr>
<td>600+</td>
<td>$1250</td>
</tr>
</tbody>
</table>

**Component 2 – Highest Number of Collected Units**
Each high school will be eligible to win the grant amount specified for its population group by achieving the highest number of collected units during the period August 1–June 10 and attaining goal. One award will be given at each level. The groups and grant award* amounts are:

**Highest Number of Donations Per School Year**

<table>
<thead>
<tr>
<th>Senior Class Size</th>
<th>Grant Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-150</td>
<td>$1000</td>
</tr>
<tr>
<td>151-300</td>
<td>$1200</td>
</tr>
<tr>
<td>301-450</td>
<td>$1500</td>
</tr>
<tr>
<td>451-600</td>
<td>$2000</td>
</tr>
<tr>
<td>600+</td>
<td>$2500</td>
</tr>
</tbody>
</table>

*Note: FDA regulations prohibit San Diego Blood Bank from issuing actual checks or cash as an award to winning high schools. Rather, San Diego Blood Bank makes checks payable directly to vendors providing goods or services to the winning schools. Please contact your San Diego Blood Bank Account Marketing Manager for more details.*
GENERAL INFORMATION

Nine $500 scholarships will be awarded. Any high school blood drive committee member is eligible to apply for SDBB scholarship opportunities. Contact your Account Marketing Manager for more information.

Student Scholarship Program Eligibility and Application Requirements

To be eligible for the Student Scholarship

- Applicant’s high school must hold at least one blood drive during the school year, and applicant must participate in the planning and execution of successful blood drives at his/her high school
- Applicant must maintain a minimum 2.5 GPA
- Applicant must demonstrate leadership by encouraging blood donations and increasing student participation at his/her high school
- Applicant must plan to attend an institution of higher learning in the year following the scholarship

How to Apply for the Scholarship

- Complete a San Diego Blood Bank High School Challenge Scholarship Application. Download student scholarship application at SanDiegoBloodBank.org
- Include an official high school transcript
- Include a letter of recommendation from non-relatives (letter must specify actual relationship with applicant)
- Include one page, single-spaced essay which includes strategies that were used to encourage blood donations and increase student blood drive participation at applicant’s high school
- All application materials must be postmarked or hand-delivered no later than April 1 in one envelope to:

San Diego Blood Bank
Attention: Director, Donor Recruitment
3636 Gateway Center Avenue, Suite 100
San Diego, CA 92102
STUDENT SCHOLARSHIP PROGRAM

Selection Process

• A committee selected by San Diego Blood Bank will choose the High School Challenge Scholarship recipients. Each application will be validated for confirmation of blood drive participation as stated in the essay by a San Diego Blood Bank Account Marketing Manager. Essays misrepresenting the applicant’s actual level of participation or effectiveness will be disqualified.

• The winners will be selected by review of all contents submitted with specific focus on the essay and letters of recommendation.

• The selection of scholarship winners will not be based on gender, race, creed, national origin, religion or sexual orientation.

After scholarship recipients are selected and notified, award checks will be sent directly to the educational institution that the student designates.
# STUDENT SCHOLARSHIP APPLICATION

## STUDENT INFORMATION

<table>
<thead>
<tr>
<th>STUDENT NAME</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ADDRESS</td>
<td></td>
</tr>
<tr>
<td>CITY, STATE, ZIP CODE</td>
<td></td>
</tr>
<tr>
<td>PHONE</td>
<td></td>
</tr>
<tr>
<td>EMAIL ADDRESS</td>
<td></td>
</tr>
</tbody>
</table>

## SCHOOL INFORMATION

| NAME OF SCHOOL |  |
| ADVISOR / CHAIRPERSON |  |
| ADDRESS         |  |
| CITY, STATE, ZIP CODE |  |
| PHONE           |  |
| EMAIL ADDRESS   |  |
| FAX             |  |

**AFFILIATED GROUP (I.E. ASB, KEY CLUB)**

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Please send to:  
San Diego Blood Bank  
Attention: Director, Donor Recruitment  
3636 Gateway Center Avenue, Suite 100  
San Diego, CA 92102
HOW TO RECEIVE A RED CORD

San Diego Blood Bank also offers a High School Red Cord For Life Program. The program rewards students who give multiple blood donations at high school blood drives. Eligible students will be awarded San Diego Blood Bank Red Cords that they may wear at graduation.

Eligibility Requirements

- The student must have donated four or more times at their high school blood drives with the San Diego Blood Bank by the end of their senior year.
- A regular blood donation equals one unit.
- Students that are not eligible to donate blood can participate in this program by recruiting five donors (other than students, faculty or staff) to give at their school blood drives.

Eligible Seniors

Eligible seniors will be determined by the chairperson after reviewing the San Diego Blood Bank list of qualifying donors. Red cords will be provided before your award night event or graduation.

If requested, a San Diego Blood Bank representative will be available to present the red cords to students at the awards event.
Recognition at Appreciation Event

Blood drive coordinators who host four or more blood drives and meet their annual goal for the year will be presented a special certificate at the annual blood drive coordinator appreciation event at a premiere San Diego venue.

The Lifesaving Challenge Program
To those taking part in San Diego Blood Bank’s Lifesaving Challenge – thank you! To participate in the challenge, organizations agree to hold at least three blood drives and hit a pre-determined blood collection goal. You and your SDBB account marketing manager will determine that goal. All those who reach their goal will be invited to the following year’s annual appreciation event.

SAVING LIVES TODAY. IMPROVING LIFE TOMORROW.

High School blood drive coordinators will be educated about the impact blood donations have on patients’ lives. Each pint of blood can save up to three lives.

High School Blood Drive Coordinator Workbook
Blood drive coordinators will have access to a workbook that will provide simple guidelines for hosting a successful blood drive.

Access to MySDBB.org
Blood drive coordinators will have access to special recruitment tools on MySDBB.org. Tools include online scheduling and reports on your previous blood drives.

Access to Online Blood Drive Coordinator Store
Blood drive coordinators will earn points for hosting each blood drive and bonus points for achieving their blood drive goals. (See Online Store for more information on page 22.)

Customized Marketing Materials
Blood drive coordinators will receive customized marketing materials for their specific drives. Materials include email flyers, paper flyers, posters, banners and patient stories.

Invitation to High School Blood Drive Workshop
Blood drive committees will be invited to a special workshop where they will learn best practices and how to run a successful blood drive.

Enrollment in High School Challenge Program
Participating schools and their students will be eligible for grant and scholarship money. Please refer to the High School Challenge section of the workbook for additional details.

Invitations to Appreciation Event
Each blood drive coordinator who hosts three successful drives during a 12 month period, will be invited, along with their teammates, to our annual blood drive coordinator appreciation event.

Each pint of blood can save up to three lives.
WHERE TO HOLD YOUR BLOOD DRIVE?

Your SDBB account marketing manager will help you determine the best location for your blood drive. There are two options – it could be an inside room set-up (if space allows) or a bloodmobile(s) parked outside. If space is available, we encourage you to host your drives inside in order to provide the best possible experience for your donors.

**Room Set-Up Requirements:**

- A clean, large space with adequate lighting, ventilation, temperature control and electrical outlets
- Tables and chairs for registration, canteen and staff use (extra furniture must be moved out of the room before the start of the drive)
- Telephone access
- Clean restrooms with hand washing facilities (running water) nearby and accessible to staff for the duration of the time they are onsite
- Easy access for loading and unloading
- High visibility and easy access for donors

**Bloodmobile Requirements:**

- A level parking space – 12’ x 50’ is the minimum required. A full-size bloodmobile is 40 feet long, 12’6” high and 8’6” wide or about 10 parking spaces. The parking location should be close to your building, visible and convenient for donors
- The bloodmobile must be able to park so that donors waiting outside are safe from traffic (doors facing curb)
- Restrooms are required with hand washing facilities with running water within walking distance of bloodmobile

If your blood drive is open to the public, also consider accessibility, available parking and the positioning of promotional and directional signs.
BENEFITS OF FORMING A BLOOD DRIVE TEAM

- ✔ Bring new ideas
- ✔ Expand outreach
- ✔ Build camaraderie!

Forming the right blood drive team is instrumental to the success of your drive. Student team members will help organize and promote the event, as well as help recruit donors. When selecting student team members, look for people who are positive, motivated, committed and passionate about the cause.

LEAD TEAM ASSIGNMENTS

Blood Drive Team Roles

1. Blood Drive Coordinator
   - Oversees all committees
   - Birthday list from office needed day of drive (to confirm all donors are at least 17-years-old)
   - Yearbook needed for the day of the drive at the registration table
   - All students working day of drive should consider wearing school spirit wear
   - Have FUN with planning the drive and MAKING IT YOUR EVENT

Your Blood Drive Coordinator:___________________________________________________

2. Recruitment/Scheduling Coordinator
   - Staff sign up tables to get appointments
   - Make reminder cards for all donors to pass out the day of drive
   - Reminder calls to students the night before if appointments are not in MySDBB
   - MySDBB user name will be the teacher’s first initial and last name, suggested password will be your school mascot. Then you can add all your appointments to the list with phone numbers

Your Recruitment/Scheduling Coordinator:___________________________________________

3. Set up and take down Committee (committee should include all students helping out)
   - Give custodian a list of tables and chairs needed, fans if necessary
   - Give a diagram of set up to your SDBB contact for the staff to set up the room
**TASK LIST**

**Registration**
- Check in at the Blood Drive
- Give them registration cards
- Must have photo ID with them

**Traffic Director(s)**
- Direct Donors to appropriate stations during donation

**Runners**
- Students available to go to classrooms to give out reminder cards for students to come to appointment
- Give teachers a list of students who will be giving blood
- Become escort to walk student donors back to class

**Hand Holders (one person per bed)**
- Stand by the beds and have conversation with students to comfort them and escort them to the canteen

**Canteen**
- Students to hand out juice and cookies after donation
- Mark down time of student to be released from canteen
- Students watch for reactions and ring a bell for assistance
- One student should take charge of the canteen and review canteen guidelines with the charge nurse

**Music/PA System**
- Please have respectable music everyone enjoys

**Marketing**
- Students distribute marketing materials, make posters, school announcements/TV
- Make sure it gets on the school marquee
- Decorate if you have a theme

**Security at door**
- No loitering or just hanging out all day if they are not in ASB

**School Nurse Contact**
- Please contact school nurse and let them know about the blood drive
- Day of drive bring snacks and juice to nurses office
- Exchange phone numbers with school nurse and SDBB nurse day of drive

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**Teamwork builds camaraderie!**
PUBLICIZE YOUR BLOOD DRIVE

What if you held a party and nobody came? Blood drives are the same – people can’t come if they don’t know about it. We KNOW high schoolers are really good at publicizing parties… so just look at this as a big party that helps a lot of people.

Brainstorm with your committee to come up with ways to let students, faculty, staff, parents and alumni know about the drive – time and date - and the ways to sign up. You can sign people up face-to-face, at tables around the quad during lunch, or they can go online and sign up on their own. Make sure to encourage them to make appointments.

Use Facebook, Twitter, Instagram and other social media tools, along with old fashioned marketing tools like posters and classroom announcements - this is where you get to be creative!

Blood donors may tag us in their photos as they donate blood: facebook.com/SDBloodBank; twitter.com/SDBloodBank; instagram.com/SDBloodBank.
1 Year to 6 Months
- Schedule blood drive dates
- Select Blood Drive Team (one team member for every 10 pints collected)
- Reserve blood drive locations

10 Weeks to 8 Weeks
- Confirm blood drive details (Hours, Location, Main Contact)
- Plan promotions with Blood Drive Team
- Order promotional materials

6 Weeks to 4 Weeks
- Schedule meeting with SDBB Account Manager
- Receive promotional materials
- Host kick-off meeting
- Train team members
- Forward 1st blood drive email
- Flyer to potential donors

3 Weeks to 2 Weeks
- Set-up speaking engagements (with your account manager) and sign-up tables
- Distribute and post promotional materials
- Begin scheduling donors (Fill out appointment sheet manually or log in to chairperson account and schedule appointments online)
- Forward 2nd blood drive email

2 Weeks to 1 Week
- Forward 3rd blood drive email
- Fill appointment schedule
- Confirm Team Member roles for day of drive

3 Days to 1 Day
- Confirm room set-up and parking reservations (See Site Requirements)
- Remind security of drive and obtain security badges for staff (if necessary)

Day Before Drive
- Clear furniture from room or cone off bloodmobile parking
- Complete updated donor schedule

Day of Drive
- Post directional signs and banners
- Meet bloodmobile staff upon arrival
- Give copy of donor schedule to blood drive team lead
- Call missed appointments
- Recruit additional donors (if necessary)

Day After Drive
- Evaluate results with account marketing manager
- Confirm next blood drive
POSTERS, FLYERS, AND MORE...

We would like to assist and ensure you have a successful blood drive. In order to help with organization, promotion and donor recruitment the following marketing materials are available upon request:

- Posters – 11x17
- 2-ups – 8 ½ x 5.5
- Flyers – 8 ½ x 11
- 4-ups – 8 ½ x 2.75
- Tri-fold Table Top

Discuss your needs with your account marketing manager.

SAMPLE OF FLYER

BLOOD DRIVE

City of Coronado
Friday, February 25, 2019
10:00 am to 4:00 pm
Hughes Hall
15689 Sunny View Ave, San Diego, CA

Make an appointment today
MYSDBB.org/schedule | 1-800-4MY-SDBB

Photo ID required. Arrive hydrated.
Receive points when you donate to redeem for gift cards and more.
HOW TO SCHEDULE APPOINTMENTS

Once you have your location, goals and committees chosen and up and running – you should focus on scheduling appointments. There are two ways to schedule your appointments:

1. Use appointment sheets.
2. Schedule appointments online.

SAMPLE OF APPOINTMENT SHEET
SCHEDULE APPOINTMENTS

SCHEDULE APPOINTMENTS ONLINE

Your recruitment team can make appointments for students by going to our website. Here’s how to access online appointments.

1. Go to mysdbb.org.
2. Enter your username (example TSmith) and password.
3. Once you have logged into your account, follow the instructions on the next few pages to schedule appointments. (Note, when adding a new donor use all zeros for the phone number 000-000-0000 unless a phone number or email is provided.)
4. If you need to reset your password, please contact your Account Manager and they will be able to reset your password for you.

Type in Username: jpublic and password: Temp123
The first page you will see after logging in is the confidentiality agreement. Please read this and then click accept if you agree to the terms. If you have multiple accounts that you are the chairperson for you will need to select the account you wish to access first.

This page is the main landing page. It has several summaries such as your top donors and upcoming drives. This is the page you will use to navigate to search for donors, search for drives, schedule appointments, create new donors, etc.
In the image above, after searching for and finding the donor you wish to schedule you can click the “Schedule Appointment” button which will bring you to this screen.

Below, you can see the donor you selected (with the option to select a different donor if desired) and the upcoming drives you have. Select the drive you wish to schedule the donor for, and you will be taken to a screen to select an appointment time for the donor.
Click the “Select” button next to the time slot and donation type that you would like to schedule for the donor. The last screen is a confirmation screen where you can edit donor information if necessary (the donor needs at least an email OR a phone number to be scheduled).
When ready click “Schedule Appointment” and after a few moments you will see a confirmation screen and the appointment has been scheduled. If an email is entered for the donor they will receive an email confirmation for their appointment.
Creating a donor to schedule an appointment

From the above screen, if you wish to create a new donor to schedule an appointment (one that has never donated with our organization before) please click the “Create New Donor” button.

On this screen you must enter the donor’s first name, last name, and an email OR a phone number. Once you have entered the required information you may click “Create New Donor” again to continue and schedule their appointment.
Here you can see the donor you created (with the option to select a different donor if desired) and the upcoming drives you have. Select the drive you wish to schedule the donor for, and you will be taken to a screen to select an appointment time for the donor. From there, please follow the previous instructions for scheduling an appointment.
Cancel an Appointment

On the “Search for Drives” screen click the “View Drive Schedule” Button.
After clicking to view drive schedule, you can see a schedule of your existing appointments and appointment slots. To cancel an appointment, click the “Cancel” button next to the appointment you want to cancel.

After selecting to cancel the appointment, you must select a reason why the appointment is being cancelled. NOTE: The donor will see the custom note in the email they are sent for the cancellation if they have an email entered in the system.
After selecting a reason and clicking “Cancel Appointment” the appointment will be canceled and the slot will be reopened for another donor to be scheduled for that appointment.
Earn and use your points to purchase items

Blood drive coordinators will accumulate points for every successful donation at their drive. In addition, they will receive bonus points for meeting or exceeding goal and by hosting drives on critical dates. Points can be redeemed on the SDBB Online Store.

The store features items such as movie tickets and restaurant gift cards. Blood drive coordinators are encouraged to share these items with their blood drive committee members or with donors at their next drive.

Student blood drive points system
Blood drive coordinators will earn 10 points per successful donation at their drive.

Bonus Points
Total points are doubled if coordinator meets or exceeds goal.

Example of point accumulation
ABC school is hosting a drive, with a goal of 30 donations. They collect 35 pints, five donations over their goal. They receive 350 points for total donations collected (35 donations x 10 points/donation). Plus, they receive an additional 350 bonus points (double the total points) for meeting and/or exceeding their goal.

Total points awarded: 700

Sample of store items

$25 Amazon.com Gift Card
Use your points to earn an Amazon.com E-Gift Card! Once you redeem your points, a gift card claim code will be provided to you, which can be redeemed towards millions of items at www.amazon.com.

Points: 700

Premiere Movie Tickets
Sit back and enjoy a movie at Regal Cinemas!

Points: 275

Store items make great raffle prizes for donors!
CHECKLIST FOR AN INSIDE BLOOD DRIVE

The following task list should be completed the day before your blood drive.

Once you have completed this checklist, please provide this and your appointment sheet to the SDBB team lead that will arrive with San Diego Blood Bank staff on the day of your blood drive.

Reminders

❑ Notify your San Diego Blood Bank contact of any last minute changes.

❑ Meet the equipment truck driver 1 1/2 hours before the start of the drive so they can unload equipment.

❑ Make sure the room is cleared.

❑ There should be about 30 to 50 chairs and six to ten tables placed in room depending on size of drive.

❑ Meet the team lead at the blood drive 45 minutes before start of drive.

❑ Make sure restrooms are available and remain open for the duration of the drive. (Staff leave approximately 45 minutes after end of drive.)

❑ Have a plan to call missed appointments and recruit additional donors if necessary.

For additional checklists, go to www.sandiegobloodbank.org/volunteer/organizers

Whose life will YOU save?
CHECKLIST FOR A BLOODMOBILE

The following task list should be completed the **day before your blood drive.**

Once you have completed this checklist, please provide this and your appointment sheet to the SDBB team lead that will arrive with San Diego Blood Bank staff on the day of your blood drive.

**Reminders**

- Make sure a level parking space has been designated and blocked off for the bloodmobile(s). (Approximately 10 level parking spaces.)

- Your San Diego Blood Bank contact has been notified of any last minute changes.

- Meet the team lead at the blood drive 45 minutes before start of drive.

- Make sure restrooms are available and remain open for the duration of the drive. (Staff leave approximately 45 minutes after end of drive.)

- Have a plan to call missed appointments and recruit additional donors if necessary.

For additional checklists, go to [www.sandiegobloodbank.org/volunteer/organizers](http://www.sandiegobloodbank.org/volunteer/organizers)
FOUR STEPS TO DONATE

Deciding to give blood is quite possibly more difficult than the action itself. Anxiety about a new experience and fear of the unknown causes many people to think twice about giving blood.

Be assured: Everything used in the donation process is sterile, disposable and used only once. You cannot contract any disease by giving blood. Giving blood is safe, easy and it saves lives.

Eligibility
Be 17 years or older, in good health and weigh at least 114 pounds. Donors are advised to drink plenty of fluids prior to donation. Maintain usual eating habits on the day of donation, avoiding fatty foods if possible. The donation process involves four steps and takes about an hour.

Step 1 - Registration
Valid identification, such as a driver’s license or student picture I.D., is needed. You will also be asked for your name, address, phone number and the last four digits of your Social Security Number (optional).

Step 2 - Donor History Questionnaire and Mini-Physical
After you complete a donor history questionnaire a medical interviewer may ask you a series of confidential medical questions to determine your eligibility to donate. Then, your temperature, pulse, blood pressure and iron level will be checked. Low iron is the most common cause of blood donor deferral. To avoid low iron donors should eat iron rich foods (see iron rich food info in this workbook).

Step 3 - The Blood Donation
A nurse will cleanse and sterilize your arm before inserting a needle that will cause a slight, momentary sting. The needle is sterile, used only for your donation, then disposed. After five to seven minutes, you will have given a lifesaving pint of blood for a patient in need.

Step 4 - Rest and Refreshments
Relax and enjoy fruit juice and assorted snacks for 15 minutes. Indulge yourself for a deed well done!
HOW TO ACCESS THE SDBB DONOR WEBSITE – MYSDBB?

Donors can schedule appointments, view their Wellness Profile (blood pressure, pulse and cholesterol screening) and their donor history once they sign up.

Here’s how to sign up

1. Instruct donors to visit sandiegobloodbank.org and click on MySDBB.
2. If the donor is an existing member, they can log in using their donor ID and password (default password is birthday).
3. If they are a new donor, they should click on the “Not Yet a Donor” link and fill out the brief online form.
4. Once logged in, donors can click on the “Schedule an Appointment” link and enter your sponsor code. This will take them directly to the appointment slots for your blood drive.

After the first donation, donors receive a donor identification card with their donor identification number. Donors will be able to view their Wellness Profile, review their store points which allows them to purchase items in the online store and schedule appointments.

EXAMPLE OF WELLNESS PROFILE ON MYSDBB
Blood Facts

Blood accounts for 8% of total body weight. 55% of the volume of blood is plasma, 45% is red cells, white cells and platelets.

Red Blood Cells (Erythrocytes):
- Are formed in the bone marrow and are derived from Stem Cells.
- Are the most numerous cells in the blood.
- Are produced at a rate of 4 to 5 billion every hour in an adult human.
- Eject their nuclei at maturation before entering the bloodstream.
- Are doughnut-shaped, but without a hole in the middle.
- Are 7-8 microns in diameter.
- Are the biggest cells in the blood.
- Contain hemoglobin, a protein that carries oxygen.
- Deliver oxygen to cells of the body and pick up carbon dioxide, a waste product.
- Have a life span of 120 days and are then removed from circulation by the spleen.

Plasma:
- Is mostly made up of water, but also contains proteins, sugar and salts.
- Carries hormones throughout the body.
- Carries nutrients and chemicals, such as iron, that are used by the body.
- Has the important function of maintaining the pH of the blood at approximately 7.4.

Platelets:
- Are formed by large bone marrow cells called Megakaryocytes.
- Form a temporary plug to stop bleeding if a blood vessel is broken.
- Provide a surface which stimulates the formation of a fibrin clot by proteins in plasma.

White Blood Cells (Leukocytes):
- Are of many different types, each with a specific job to do.
- Some are capable of passing through the wall of the capillaries to attack, kill and consume invaders in tissue cells.
- Number 5,000 to 10,000 at.
- White blood cells that contain granules are called Granulocytes. They are the Neutrophils, Basophils and Eosinophils.
- White Blood Cells also include:
  - Lymphocytes and Monocytes
    - Lymphocytes T cells help B cells produce antibodies that fight infections.
    - Monocytes work with Lymphocytes to induce an antibody reaction.
A common misunderstanding about blood usage is that accident victims are the patients who use the most blood. Actually, people who receive the most blood include those:

- Being treated for cancer
- Undergoing orthopedic surgeries
- Undergoing organ and marrow transplants
- Undergoing cardiovascular surgeries
- Being treated for inherited blood disorders

Every 2 seconds someone in the United States needs blood.
FACTS ABOUT BLOOD AND BLOOD DONATION

1. More than 4.5 million patients need blood transfusions each year in the U.S. and Canada.
2. 32,000 pints: amount of donated blood used each day in the U.S.
3. Someone needs blood every two seconds.
4. Only 38 percent of the U.S. population is eligible to donate blood – less than 10 percent do annually.
5. About 1 in 7 people entering a hospital need blood.
6. One pint of blood can save up to three lives.
7. Healthy adults who are at least 17 years old, and at least 114 pounds may donate about a pint of blood — the most common form of donation — every 56 days, or every two months, depending on iron levels and age (donors 25 and under can donate every 16 weeks).
8. Females receive 53 percent of blood transfusions; males receive 47 percent.
9. Four main red blood cell types: A, B, AB and O. Each can be positive or negative for the Rh factor. AB is the universal recipient; O negative is the universal donor of red blood cells.
10. Dr. Karl Landsteiner first identified the major human blood groups – A, B, AB and O – in 1901.
11. One unit of blood can be separated into several components: red blood cells, plasma, platelets and cryoprecipitate.
12. Red blood cells carry oxygen to the body’s organs and tissues.
13. Red blood cells live about 120 days in the circulatory system.
14. Platelets promote blood clotting and give those with leukemia and other cancers a chance to live.
15. Plasma is a pale yellow mixture of water, proteins and salts.
16. Plasma, which is 90 percent water, makes up 55 percent of blood volume.
17. Healthy bone marrow makes a constant supply of red cells, plasma and platelets.
18. Blood or plasma that comes from people who have been paid for it cannot be used for human transfusion.
19. Granulocytes, a type of white blood cell, roll along blood vessel walls in search of bacteria to engulf and destroy.
20. White cells are the body’s primary defense against infection.
21. Apheresis is a special kind of blood donation that allows a donor to give specific blood components, such as platelets.
22. 42 days: how long most donated red blood cells can be stored.
23. Five days: how long most donated platelets can be stored.
24. One year: how long frozen plasma can be stored.
25. Much of today’s medical care depends on a steady supply of blood from healthy donors.
FACTS ABOUT BLOOD AND BLOOD DONATION

26. 2.7 pints: the average whole blood and red blood cell transfusion.
27. Children being treated for cancer, premature infants and children having heart surgery need blood and platelets from donors of all types, especially type O.
28. Anemic patients need blood transfusions to increase their red blood cell levels.
29. Cancer, transplant and trauma patients, and patients undergoing open-heart surgery may require platelet transfusions to survive.
30. Sickle cell disease is an inherited disease that affects between 90,000 to 100,000 people in the United States, 98 percent of whom are of African descent.
31. Many patients with severe sickle cell disease receive blood transfusions every month.
32. A patient could be forced to pass up a lifesaving organ, if compatible blood is not available to support the transplant.
33. Thirteen tests (11 for infectious diseases) are performed on each unit of donated blood.
34. 17 percent of non-donors cite “never thought about it” as the main reason for not giving, while 15 percent say they’re too busy.
35. The #1 reason blood donors say they give is because they “want to help others.”
36. Shortages of all blood types happen during the summer and winter holidays.
37. Blood centers often run short of types O and B red blood cells.
38. Giving blood will make the difference in the life of somebody in desperate need of blood.
39. There is no substitute for human blood.
40. If all blood donors gave three times a year, blood shortages would be a rare event (the current average is about two).
41. If only one more percent of all Americans would give blood, blood shortages would disappear for the foreseeable future.
42. If you begin at age 16 and donate every 56 days (depending on iron levels) and donated for a lifetime, you would have donated almost 50 gallons of blood.
43. Four easy steps to donate blood: medical history, quick physical, donation and snacks.
44. The actual blood donation usually takes about 10 minutes. The entire process – from the time you sign in to the time you leave – takes about an hour.

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FACTS ABOUT BLOOD AND BLOOD DONATION

45. After donating blood, you replace the fluid in hours and the red blood cells within four weeks. It takes eight weeks to restore the iron lost after donating.
46. You cannot get AIDS or any other infectious disease by donating blood.
47. 10 – 12 pints: amount of blood in the body of an average adult.
48. One unit of whole blood is roughly the equivalent of one pint.
49. Blood makes up about 7 percent of your body’s weight.
50. A newborn baby has about one cup of blood in his body.
51. Giving blood will not decrease your strength.
52. Any company, community organization, place of worship or individual may contact their local community blood center to host a blood drive.
53. Blood drives hosted by companies, schools, places of worship and civic organizations supply roughly half of all blood donations across the United States.
54. People who donate blood are volunteers and are not paid for their donation.
55. 15% of the population is Rh- and 85% is Rh+.
56. Blood donation. It’s about an hour of your time.

There is no substitute for human blood

Thank you for partnering with the San Diego Blood Bank.