

# H

igh school



blood drive kit



## American Red Cross Great Lakes Region Blood Services

FOR SPONSORS: 1-800-968-4283

FOR DONORS: 1-800-GIVE LIFE (1-800-448-3543)

NATIONAL: [givelife.org](http://givelife.org)

# A re you the type

## who likes to give the gift of life?

If you're that **type**, we need you! High school students donate about 10 percent of the blood needed to help the patients in hospitals served by the Great Lakes Region Blood Services of the American Red Cross. Blood donations are used to treat tiny newborn babies, burn victims, cancer and bone marrow transplant patients, victims of accidents, surgery patients and many more people who are sick or injured.

### Your help is critical!

What will donating blood or coordinating a blood drive at your high school do for you? Is the American Red Cross your **type**? We think so. And we believe you'll gain a number of benefits. For instance, you will:

- Learn the importance of **VOLUNTEERING**.
- Learn how to **ORGANIZE** a community service project firsthand.
- Gain or sharpen **LEADERSHIP** skills.
- **GET EDUCATED** about blood products and what they really mean to modern medicine.
- Be provided with an **OPPORTUNITY FOR GIVING** without asking for money.
- Give other students an **EQUAL CHANCE** to participate, regardless of sex or academic background.
- **FACE FEAR** of the unknown and **OVERCOME IT**.
- Generate **SCHOOL SPIRIT** and **PRIDE**.
- Promote the school system's interest in the **WELFARE OF THE COMMUNITY**.
- Have something great to mention on a **COLLEGE** or **JOB APPLICATION**.

**You'll also develop some PERSONAL and PROFESSIONAL skills while playing a significant part in meeting a great mission:**



**American  
Red Cross**

The mission of the American Red Cross  
Great Lakes Region Blood Services

American Red Cross Biomedical Services will fulfill the needs of the American people for the safest, most reliable, most cost-effective blood, plasma and tissue services through voluntary donations.

# W

# ho am I helping



# when I donate?

- Approximately **15 million units** of whole blood and red cells are donated in the United States each year by approximately **8 million volunteer blood donors**.\* The American Red Cross is the nation's single largest blood supplier.
- The **American Red Cross** supplies blood to more than **3,000 hospitals** throughout the country.
- The **Great Lakes Region** supplies blood to approximately **80 hospitals** in **65 counties** in Michigan.
- Whole blood is broken down into its components: red blood cells, platelets and plasma. A **single blood donation** can help **save the lives of up to three people**.
- **Twenty-five percent** of blood products are used to help treat **cancer** patients.\*
- **Red cells** are used for patients who require **surgery**, lose blood in **accidents**, or have **anemia**.
- **Plasma** is used to help treat **shock** and **burn** victims.
- **Platelets** are used to help control bleeding in patients with **leukemia** or for those undergoing **chemotherapy** treatments.
- Each year, Red Cross **plasma** derivatives are used to help **treat thousands of individuals** who are missing a factor in their blood that prevents excessive bleeding, do not have the ability to fight infections or who have experienced significant fluid loss as a result of a burn or other injury.
- A single shock-trauma victim can use **100 units of blood** components in just a few hours.
- A liver transplant can use **6 to 40 units** of various blood components.

\* Data from the AABB

# What do



## I need to know?

- Healthy people who are 17 years of age or more who weigh at least 110 pounds are usually eligible to donate blood. High school donors must show ID or have their identity verified by a school administrator.
- The Federal Food and Drug Administration (FDA) requires that donors wait 56 days between donations.
- Approximately one pint of blood is taken during one donation.
- The process of giving blood from registration through refreshments takes about an hour. The actual blood donation takes between 7 and 10 minutes.
- The average adult has between 10 and 12 pints of blood in their body.
- The Great Lakes Region needs to collect 3,400 blood donations each week to meet local patient needs.

## Blood Type Match-up

You can receive . . .

	O-	O+	B-	B+	A-	A+	AB-	AB+
<b>AB+</b> 3 out of 100 people								
<b>AB-</b> 1 out of 100 people								
<b>A+</b> 34 out of 100 people								
<b>A-</b> 6 out of 100 people								
<b>B+</b> 9 out of 100 people								
<b>B-</b> 2 out of 100 people								
<b>O+</b> 38 out of 100 people								
<b>O-</b> 7 out of 100 people								

If your blood type is . . .

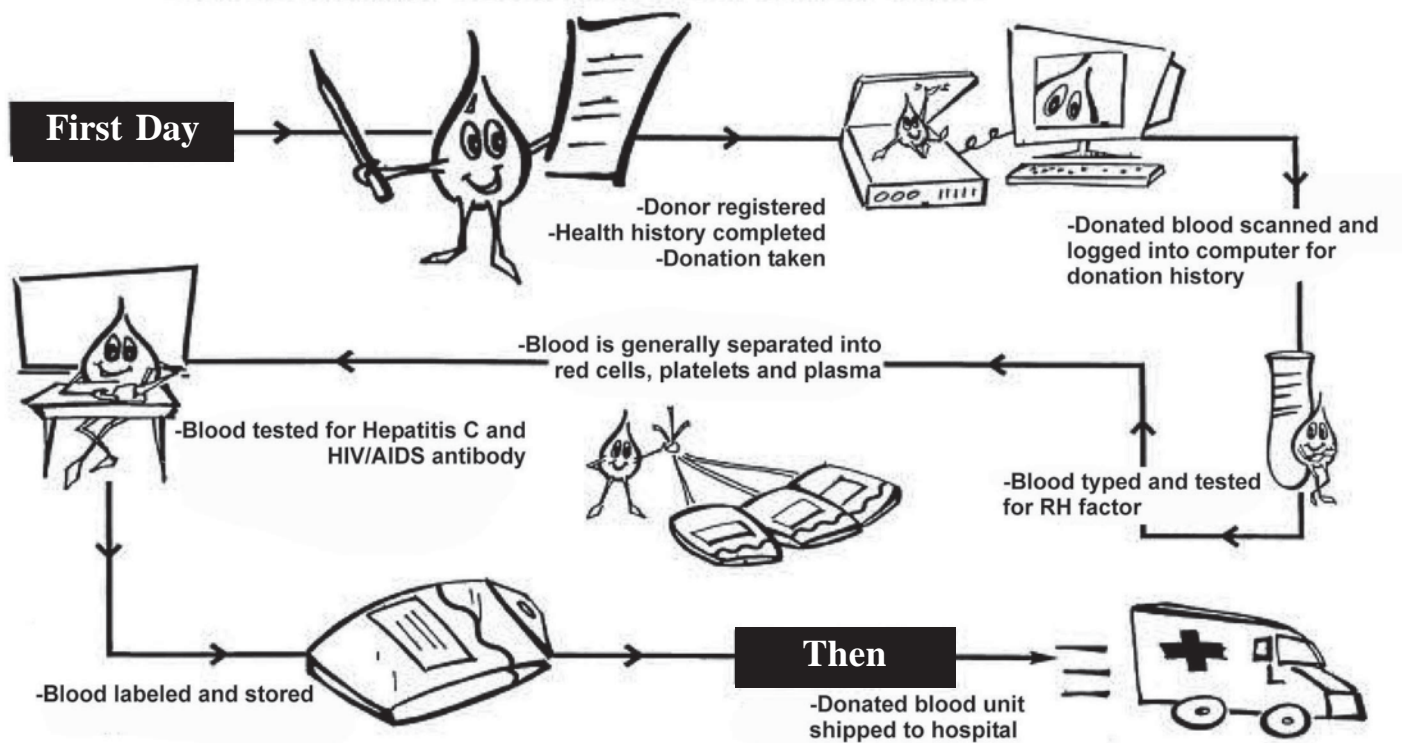
# What happens

to my donated **blood**?



## The Process

When you donate blood, you'll give enough to fill a blood bag plus several small tubes. Your tubes, your blood bag and your donor record all receive an identical bar code label. That's how we track your donation. The tubes are sent to an American Red Cross National Testing Laboratory where they are spun in a centrifuge to separate the liquid portion (serum) from the cells (white and red cells). The red cell portion is used to determine your blood type and the serum is tested for viral diseases. Test results usually are transferred electronically via computer within 24 hours. Whole blood donations that are found to have a positive confirmatory test result for infectious diseases are destroyed. If the donor's health is in question, he or she is notified and may be counseled. Whole blood donations that pass testing are manufactured into various blood products in our Regional Laboratory. Those red cells, platelets and plasma are then labeled and stored until they are shipped to hospitals for transfusion to hospital patients – sometimes within 24 hours.



# What tests



does my **blood** take?

## Type Testing

The American Red Cross tests donated blood to determine the ABO type (O, A, B or AB) and RH status (+ or -). After you make your first donation, you will received a Red Cross blood donor card that tells you your blood type.

## Disease Testing

Every blood donation is screened for infectious diseases using these tests\*:

Disease	Test	Implemented
HIV/AIDS	HIV/AIDS HIV-1 Antibody test	1985
	HIV-1/2 Antibody test	1992
HIV/AIDS and Hepatitis C	Nucleic Acid Test**	1999
Hepatitis C	Hepatitis C Anti-HCV	1990
Hepatitis B	Hepatitis B Surface Antigen test	1971
	Hepatitis B Core Antibody	1987
Syphilis	Syphilis Serologic test	1948
Human T-cell Lymphotropic Virus (HTLV)	HTLV-I Antibody	1989
	HTLV-I/II Antibody	1998

\* This list is subject to change as new blood safety opportunities and requirements emerge. Additional tests may be performed to meet special patient needs.

\*\* A West Nile Virus test has been added to this list in 2003 under an investigational license.

# W

# hat can I expect



## when I donate **blood**?

### Before you give blood

Eat normally and increase fluid intake the day before giving blood. Do not donate blood on an empty stomach – eat a good meal at regular meal times. Don't forget to **IRON UP!** Increase your intake of iron rich foods starting two weeks before your donation. Foods rich in iron include red meat, fish, poultry and liver. Other good sources are iron-fortified cereals, beans, raisins and prunes. Also, iron is often included in multiple vitamins. Eating foods rich in vitamin C, such as citrus fruits, broccoli and tomatoes, will help your body absorb the iron that you eat.

### Registration

When you arrive, a volunteer will greet you, ask to see your ID and give you a packet of information to read. You will then be directed to a computer station where a Red Cross staff person will print your medical history form. You'll register using your name, date of birth and other appropriate forms of ID each time you present to donate.

### Health History

After registering, you'll meet with the health historian in a private and confidential setting. We'll test a drop of your blood to check your hemoglobin (your iron level), then ask you about your past and present health. We'll also take the time to answer your questions. We'll check your temperature, blood pressure and pulse.

### The donation

The actual donation usually takes 7 to 10 minutes. If you have questions about the procedure, please ask. A trained Red Cross staff member will be with you every step of the way. We'll cleanse an area of your "donating arm." All the supplies, including the needle, are sterile and used only once – for **YOU**. When we start the donation, you may feel a brief "sting." Then, in about 10 minutes, you will have given a pint of blood. Your body replaces the liquid part (plasma) in hours and the red cells in a few weeks.

### The refreshments

After your donation, you'll relax in our refreshment area – always a popular stop – to enjoy juice and snacks.

### After you donate

1. Drink an extra four glasses (8 ounces each) of non-alcoholic beverages.
2. Avoid strenuous exercise for the next five hours.
3. Keep your bandage on and dry for at least five hours.
4. Pat yourself on the back! You've been a real lifesaver to as many as three recipients.
5. Share your good feelings about giving blood and bring a friend the next time you donate.

# **H**ow do we choose our drive **goal**?

Check out this math to get your initial goal:

ADD the **number**  
**of Seniors** in your school

\_\_\_\_\_

+

TO **50% of the**  
**Juniors** in your school

\_\_\_\_\_

=

POTENTIAL DONORS  
TO SIGN UP

\_\_\_\_\_

x

MULTIPLY by **.25**  
*(historic average of potential donor signups)*

\_\_\_\_\_

=

\_\_\_\_\_

**INITIAL GOAL**

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## ow to recruit



## blood donors

Giving blood is a very personal commitment. When you ask people to give blood, you are asking them to share a part of themselves. Unlike giving money to charity, you have to get **INVOLVED** to give blood.

### Recruitment tips to remember

- Get personal – face to face contact works best.
- Be enthusiastic and positive.
- Don't pressure anyone into donating.
- Explain what's involved in donating to help reduce the fear of the unknown.
- Know some facts about the community need. Your Red Cross representative can help.
- Know your goal.
- Be visible – be everywhere!

### Common questions and answers

**Q: How long does the actual donation last?**

**A:** *About 7 to 10 minutes.*

**Q: Does the needle hurt the entire time?**

**A:** *No. You'll feel a slight pinch or sting when the needle is inserted. But there is no pain during the donation.*

**Q: How much blood is taken?**

**A:** *Approximately 1 pint.*

**Q: How long will it take to replenish the pint?**

**A:** *Blood volume, or plasma, is replaced within 24 hours. Red cells need about four to six weeks for complete replacement. That's why the American Red Cross requires eight weeks between donations.*

**Q: How will I feel after I donate blood?**

**A:** *Most people feel great. Donors who are well-informed, knew what to expect and have eaten regular meals are usually fine.*

**Q: May I donate, then go to practice or play in a game?**

**A:** *Donors who will be involved in strenuous athletic activities should make their appointment at the earliest availability to have ample recuperation time. They should drink extra fluids to replace the volume lost and we recommend waiting about five hours before using their donation arm in strenuous sporting activities.*

**Q: What can I do to help since I'm not old enough to give blood, don't weigh enough to give, or am medically deferred from giving?**

**A:** *Everyone can help in some way, even if they cannot donate blood. You can help with donor recruitment, publicity, scheduling, donor recognition or work as a volunteer on the day of the blood drive. Everyone can feel a part of a blood drive since everyone is needed.*

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# ow can we get



# donors to give it?

## Recruitment Strategies

Giving blood is a very personal commitment. When you ask people to give blood, you are asking them to share a part of themselves. Unlike giving money to a charity, you have to get involved to give blood.

## Here are some helpful tips:

**Recruiters should be knowledgeable.** They should know the basic requirements to donate blood as well as some blood facts to help encourage potential donors. If possible, they should have donated blood before, so they can share their experience first hand.

**Face-to-Face** ... This is the most effective way to recruit. Try setting up a sign-in table in the lunch room. Have one or two recruiters go to each table with a sign-up sheet and talk to everyone. Have a team of two recruiters go into each classroom and get students excited about donating.

**Have your American Red Cross donor representative do classroom or group presentations.** They can educate the students about blood, its uses, donating, eligibility, the blood drive, etc. Your donor rep is a great resource.

**Be positive, confident and enthusiastic** ... It's contagious!

**Blood donors are special** ... let them know it! Blood donors can help to save up to three lives with each donation.

**Create a FUN atmosphere for recruiting!**

**Be a leader.** If you're eligible, sign up first to set an example.

**Create a little competition** ... between sexes, classes, home rooms, sporting teams, etc.

**Remind donors to EAT and DRINK** before donating.

**Morning announcements** ... use them to get the word out, give blood facts and reminders.

**Add a blurb** about donating in your high school newsletter.

**Don't forget, you need to sign up 130% of your goal.** There will be potential donors who won't be able to donate, so recruit for extra donors!

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# ow many



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## volunteers will I need?

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It takes a lot of people to make a blood drive happen. You'll need volunteers for various committees, as well as volunteers for the day of the drive. Here's a basic breakdown of committees as well as guidelines for the volunteers you'll need on the day of your blood drive.

## Volunteer committees

**Site** This committee ensures that the donor area is cleared of all equipment before the American Red Cross arrives. We need about **1,600 square feet** of usable space, **6 electrical outlets, 12 tables** and **50 chairs**.

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**Canteen** This committee makes sure that adequate post-donation refreshments are available. Cookies, orange drink or juice, and water are the minimal items needed for canteen. For a **goal of 50 units**, the Red Cross recommends **18 dozen cookies or donuts** (about 3-4 cookies per donor), and **10 gallons of fruit drink and water for all donors**. Snacks, fruit or sandwiches are other possible canteen items. Please have the canteen supplies to the blood drive 30 minutes before the drive begins.

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**Publicity** Posters, flyers and other promotional materials will be printed and provided by the American Red Cross. This committee is responsible for distributing all blood drive materials. Special reminder posters can be developed and distributed by your group.

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**Recruitment** This committee schedules appointments for donors. One-to-one recruitment works best. **To reach a goal of 50 units you will need to schedule 60 to 70 donors**. Appointments are scheduled in 15-minute intervals.

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## Day-of-drive volunteers

**You'll need volunteers the day of the drive** for all stations, including greeters, unit/donor aids, canteen, unloaders and reloaders. Volunteer descriptions, codes of conduct, sample volunteer staffing levels, a scheduling worksheet, and other planning and set-up tools are provided in this kit.

# What jobs



do **volunteers** do?

## **Blood drive coordinator**

This volunteer is in charge of the blood drive. You secure volunteers to handle publicity, recruit donors, unload and reload the Red Cross truck, and coordinate workers for the day of the drive. You are the volunteer who is in charge of the drive and its preparations.

## **Adult recovery monitor**

This parent or teacher volunteer helps the blood drive coordinator supervise the drive. In addition, you are responsible for watching donors for signs of reactions, re-bleeds or other problems. This person may assist in the canteen area or in a separate recovery area as needed.

## **Greeter/Appointment Checker *(at school's discretion)***

This volunteer acts as a host/hostess for the blood drive. This person will greet the donors and confirm appointment times.

## **Registration**

This volunteer helps register donors at the beginning of the drive. This volunteer instructs donors to read the information sheet, to fill out the Blood Donor Record ("BDR"), and to answer health history information questions.

## **Self-history monitor *(applies to blood drives with goals of 50 or more)***

This volunteer monitors self history--the area where donors fill out their donor forms. This area needs to be monitored at all times. Only presenting blood donors who are completing their donor forms are allowed in this area; it must be kept confidential.

## **Runner**

This volunteer goes to get donors who have forgotten their appointment and/or notifies any "back-up" donors of cancelled appointments. This volunteer is usually stationed in the Registration area.

## **Unit aid or escort**

This volunteer works in the nursing/donor area. You may be asked to carry blood bags in a tote from the donor bed to the MUA station. You are also responsible for walking the donor to the canteen area when they have completed their donation. It is very important for these volunteers to not leave their work area during their shift.

## **Refreshment or canteen**

This volunteer offers each donor a glass of water, juice, cookies or other snacks and encourages all donors to stay at the canteen area for 15 minutes. If a "Juice Table" is used, this volunteer should also keep it stocked with juice. In addition you will be asked to watch donors after they have donated and notify a Red Cross staff member immediately if a donor becomes ill. It is very important for these volunteers to not leave their work area during their shift.

## **Unloaders and reloaders**

These volunteers are needed to help unload the Red Cross truck and set up, or to reload and take down at the site. The unloaders arrive 1½ hours before the drive. The reloaders should be at the site when the drive ends – no later than 30 minutes after the end of the drive.

## **Administrative advisor *(applies drives with goals of 50 or more)***

This is a member of the school administration. This person is assigned, by the principal, to be "ON-CALL" the day of the drive. Should the need arise, a student or Red Cross staff should go to the main office and ask for the Administrator On-Call.

***All volunteers that agree to work the day of the drive need to arrive on time. Starting times for volunteers includes time for a quick orientation by Red Cross staff.***

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# hat can I expect

# from **volunteers**?



As a coordinator of a high school blood drive, you have special responsibilities to ensure that you and your volunteers follow specific **codes of conduct**. The following points should be carefully reviewed and communicated before the day of the blood drive.

- **ONLY THE PRESCRIBED NUMBER OF VOLUNTEERS SHOULD BE ON HAND** to cover the requested positions. Having extra students “hanging around” will only increase the likelihood of donor reactions (the longer people sit and watch the process, the more time they have to build up anxiety which increases the possibility of reactions).
- **CONFIDENTIALITY IS REQUIRED** throughout the entire process, and should be kept in mind at all times. Areas to watch would be the self-administered area where donors fill out their questionnaires (if used), as well as the cubicles the nurses use for interviewing donors.
- Volunteers and staff are **NOT ALLOWED TO WEAR SANDALS OR OPEN-TOED SHOES** in the blood drive area. This rule does not apply to donors.
- **STAY AT YOUR WORK STATION** until your relief comes. **REVIEW DUTIES WITH YOUR REPLACEMENT** before you leave.
- American Red Cross staff must abide by certain regulations. Many of those regulations also apply to volunteers. **PLEASE FOLLOW THOSE INSTRUCTIONS AND REGULATIONS.**
- **TALK POSITIVELY. DO NOT** tell donors they look sick or they look like they are about to pass out. Such comments may seem funny, but can sometimes bring on a reaction that could have been avoided.
- **TAKE YOUR VOLUNTEER JOB SERIOUSLY.** Think of it as a job; it is not time to chat with friends. You need to keep an eye on donors and help Red Cross staff when asked.
- **ALL DONORS MUST PROVIDE ID.** Donors may show a valid driver’s license, Red Cross blood donor card, or have their age and identity verified by a school administrator.
- When signing up donors, stress that ALL DONORS need to **COME TO THE DRIVE AT THEIR SCHEDULED APPOINTMENT TIME.**
- Many high school blood drives go overtime. Please make sure the **RELOAD VOLUNTEERS ARE AVAILABLE UNTIL AN HOUR AFTER THE CLOSE OF THE DRIVE.**

# H

## ow to plan



## a blood drive?

A blood drive timeline assures attention to all planning details. Your Blood Services Representative can help you develop a timeline that works for your blood drive.

### Getting started (10 to 8 weeks before the drive)

	Date	Done
Set goal for number of donations	_____	_____
Secure date and time of blood drive	_____	_____
Select appropriate blood drive location and site	_____	_____
Get internal approval	_____	_____
Set a target number for appointments needed to reach goal	_____	_____

### Building a winning team (8 to 4 weeks before the drive)

	Date	Done
Sign up volunteers to help recruit donors	_____	_____
Assign specific roles	_____	_____
Plan to educate and motivate your team	_____	_____

### Kick-off meeting (8 to 4 weeks before the drive)

	Date	Done
Educate and motivate your team	_____	_____
Plan communications and publicity for the drive	_____	_____
Distribute Red Cross materials	_____	_____

### Recruiting and scheduling (4 to 3 weeks before the drive)

	Date	Done
Publicize the drive	_____	_____
Assign recruitment goals for each recruiter or recruitment team	_____	_____
Ask donors face-to-face to schedule an appointment	_____	_____
Use a master schedule for appointments	_____	_____

### Final countdown (1 week before the drive)

	Date	Done
Check site arrangements/parking	_____	_____
Confirm donor appointments are sufficient to meet goal	_____	_____
Remind donors about their appointments	_____	_____
Reconfirm day of drive volunteers	_____	_____
Contact Red Cross representative with details from above	_____	_____

### Day of drive

	Date	Done
Ensure loading and unloading help available	_____	_____
Greet Red Cross staff/review master schedule of appointments	_____	_____
Provide point of contact for Red Cross/introduce self to Red Cross staff	_____	_____
Post directional arrows and posters	_____	_____
Remind donors/contact no-shows	_____	_____
Post date of next blood drive	_____	_____

### Recognition (1 to 2 weeks after drive)

	Date	Done
Post results	_____	_____
Thank donors	_____	_____
Recognize and thank blood drive team	_____	_____
Confirm/Book date of next blood drive	_____	_____

# W

# hat are the basic

# steps for recruiting?



Your Red Cross Donor Representative will work through this form with you. It is available in electronic format if you need it.

Action Step	Timeline/Date	Assigned to
Confirm the blood drive information with your Red Cross Representative.		
Schedule a meeting with your Red Cross Representative and student committee.		
Begin active recruitment of blood donors.		
Hang posters.		
Begin donor education through classes and announcements.		
Ask the principal to send endorsement memos to faculty, staff and parents asking for their participation.		
Arrange for assembly of classroom presentations (use your school mascot!).		
Contact your Red Cross Representative with the number of donors who have signed up.		
Fill out the master schedule and fax to the Red Cross.		
After the blood drive is over, make an announcement thanking everyone who helped.		

## Some quick scheduling guidelines . . .

Maintaining a steady flow of donors throughout the day allows Red Cross staff and volunteers to give each donor personal attention.

People are more likely to donate again if their experience of giving blood was pleasant. Long waiting times can increase a new donor's anxiety. Have reading materials on-hand or a television available to make any waits more pleasant.

- Schedule donors for appointments every 15 minutes.
- Reserve early appointments for athletes who have practice.
- Contact your Red Cross Representative immediately if the number of donors on schedule exceeds the maximum number on the master schedule.
- Return reminder cards to donors noting their appointment times.
- Healthy people who are 17 years of age or more who weigh at least 110 pounds are usually eligible to donate blood.
- Donors will have to show an ID or have their identity verified by a school administrator.

# H

## ow to set up



### for the day of the drive?

Before Red Cross staff arrives, the site for the blood drive must be clean and clear of all non-required equipment.

You should meet the Red Cross truck and driver 1 1/2 to 2 hours before the blood drive for unload. Some blood drives in the Northern and Eastern part of Michigan have only 90 minute set-ups. Be sure to verify when you need to meet the truck and driver with your Red Cross representative.

Check in with the Red Cross team before the blood drive begins.

Follow-up with blood donors who do not show up for their appointment. Reschedule their appointment for later in the day.

Announce the blood drive on the public address system throughout the day.

### Equipment and spatial requirements needed the day of the blood drive

		Goal					
		25	30-50	60-75	90-175	200-225	250
Equipment	Long tables	8	9	10	11	13	14
	Chairs	30-40	30-40	50-60	60-70	85-100	100
	Trash containers	2	2	2	3-4	5-5+	5-5+

# H

# ow to recognize



## blood donors

Blood donors are very special people. Unfortunately, the hospital patients who will receive the blood collected through your blood drive will not be able to thank your blood donors personally. So it's up to you to say "thank you" for them.

Here are some ideas for recognizing your blood donors.

- Ask your school's superintendent or principal to visit the blood drive.
- Display the results of your blood drive on a large bulletin board.
- Announce the results of your blood drive on the public address or video system.
- Have the principal send a thank you letter to everyone who presented to donate and to all the members of the volunteer blood drive team.
- Recognize your blood donors by placing their names and photos in the school newspaper or the yearbook (with their permission!).
- Get your newspaper and Website to write an article that re-caps the blood drive.
- Be creative!

### Put your ideas here:

- 
- 
- 
- 
- 
- 
-

# Want scholarship



money for school?

## High School Scholarship Program

**SCHOOL YEAR PROGRAM:**  
*Sept. 1, 2007, to May 31, 2008*

With the blood supply changing constantly, the need for blood is especially present during the school year. To encourage high schools to host blood drives throughout the school year, the American Red Cross promotes education by offering scholarships to students at participating high schools.



Your high school must hold at least two American Red Cross blood drives during the school year.

Scholarships will be awarded per blood drive.

A school representative must hold a planning and organizational meeting for the blood drives with a Red Cross representative who will be happy to help in any way to ensure blood drives are successful.

A minimum of 25 productive units must be collected to be awarded a scholarship.

The selection of individual scholarship candidates is the responsibility of the high schools.

The scholarships will be awarded on behalf of your school to the establishment of higher education that the scholarship recipients will be attending.

**Scholarship Award (2 drives)**  
**\$500 per drive**

**Scholarship Award (3 drives)**  
**\$1,000 per drive**

# Want scholarship money for school?



## High School Scholarship Program

**SUMMER PROGRAM:**  
*June 1, 2007, to Aug. 31, 2007*

Students not only have the opportunity to help others in their community and around the region, but also to raise money to be used for educational scholarships at establishments of higher learning. The Red Cross offers this scholarship during the summer months.



Any high school that holds at least two Red Cross blood drives during the school year is invited to participate in the Summer Scholarship Program.

Your high school must hold at least one Red Cross blood drive during the summer months. Since the waiting period between each blood donation is 56 days, it is possible to sponsor a second summer drive as well.

A minimum of 25 productive units must be collected to be awarded a scholarship.

Scholarships will be awarded per blood drive.

The selection of individual scholarship candidates is the responsibility of the high schools.

The scholarships will be awarded on behalf of your school to the establishment of higher education that the scholarship recipients will be attending.

**Scholarship Award**  
**\$500 per drive**

# Want some



summer cash?



## High School Summer Intern Opportunities

*GET CASH ... SAVE LIVES*

### MAKE A SUMMER SPLASH TODAY

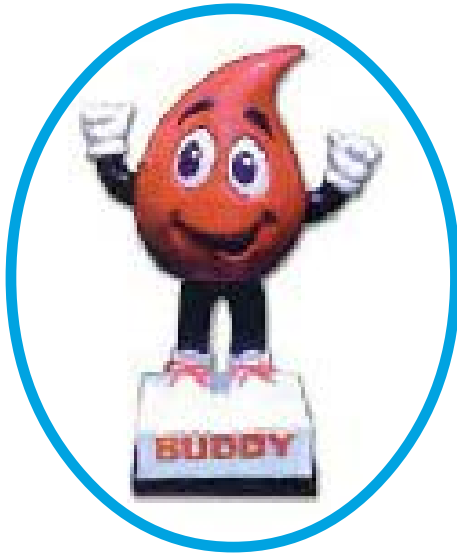
The Red Cross needs your help recruiting your fellow students to a blood drive ... your drive. As a Red Cross Summer Intern you get to pick the location of the blood drive. It can be a fun place or a summer hot spot during June 1 - Aug. 30, 2007.

<b>Productive Units</b>	<b>Minumum Payment</b>	<b>Bonus for 100% of Goal</b>
25-35	\$125	\$25
36-50	\$150	\$50
51-75	\$200	\$75
76 +	\$400	\$100

We also ask that you recruit 20% more than your goal. This will give you a cushion to successfully collect to your goal. You make some easy cash ... and together, we can help to save lives!

# Want to hear

us say **thanks?**



## ANNUAL AWARDS

The Red Cross will recognize high schools in the 9 following categories:

Check 'em out and think about what you'll nominate your school for:

**BEST THEME:** Overall theme of a blood drive. Signs, special canteen, decorations, costumes, promotion and incentives considered. Please take pictures and turn them in to your donor rep to present during judging.

**BEST SLOGAN:** Most creative phrase/saying used on signs, flyers or banners to communicate the message of the blood drive.

**BEST SHORT MEDIA:** Most effective production encouraging students to donate (30 seconds to 2 minutes).

**BEST LONG MEDIA:** Most effective production encouraging students to donate (2 minutes or longer).

**HIGHEST PERCENTAGE PARTICIPATION:** Number of productive units collected throughout the school year, divided by the number of eligible students (calculated as 100% of seniors and 50% of juniors).

**HIGHEST PERCENTAGE INCREASE OVER LAST YEAR'S COLLECTIONS:** Difference between last year and this year's productive units, divided by last year's total productive units.

**GRAND SLAM SCHOOLS:** Schools hosting 4 or more blood drives in a year.

**T-SHIRT DESIGN CONTEST:** Most creative design to encourage blood donations among high school students.

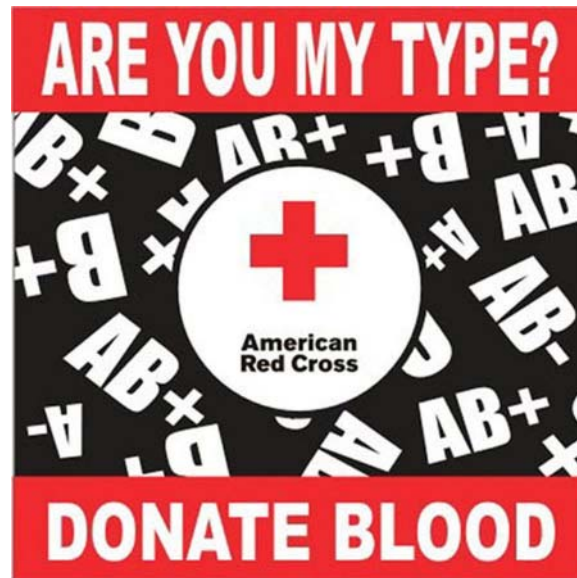
**MOST UNITS COLLECTED IN SCHOOL YEAR:** Highest total number of productive units.

# H

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blood drive kit



## Samples & Handouts

FOR SPONSORS: 1-800-968-4283

FOR DONORS: 1-800-GIVE LIFE (1-800-448-3543)

NATIONAL: [givelife.org](http://givelife.org)

# S ample



## volunteer sheet

### YOUR High School Blood Drive

DAY \_\_\_\_\_, DATE \_\_\_\_\_, YEAR \_\_\_\_\_  
SET UP TIMES \_\_\_\_\_ • BLOOD DRIVE TIMES \_\_\_\_\_ • LOADING TIMES \_\_\_\_\_

#### Unloading and Set-up: \_\_\_\_\_

(make sure to check whether your unloaders need to be there 1.5 or 2 hours before the drive)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### First shift of Blood Drive (4 hours)

#### Greeter/Appointment Checker:

(greet donors and confirm appointment times)

1. \_\_\_\_\_

#### Runners

(look for students, fill-in cancellations)

1. \_\_\_\_\_
2. \_\_\_\_\_

#### Registration

(sign-in, explain materials, keep in order)

1. \_\_\_\_\_
2. \_\_\_\_\_

#### Donor Diner

(sign-in, watch donors, keep order)

1. \_\_\_\_\_
2. \_\_\_\_\_

--continued--

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#### Second shift of Blood Drive (3 hours)

##### Pre-registration:

(check age, registration, red sheet)

1. \_\_\_\_\_
2. \_\_\_\_\_

##### Runners

(look for students, fill-in cancellations)

1. \_\_\_\_\_
2. \_\_\_\_\_

##### Registration

(sign-in, explain materials, keep in order)

1. \_\_\_\_\_
2. \_\_\_\_\_

##### Donor Diner

(sign-in, watch donors, keep order)

1. \_\_\_\_\_
2. \_\_\_\_\_

##### Loading: 1 to 1 1/2 hours

(help put equipment back on red truck, help put away tables and chairs for school)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Sample



## volunteer staffing based on goal

Volunteers should arrive 15 minutes before the start of the blood drive. American Red Cross Collections staff will provide a brief orientation for each volunteer.

If your goal is:	25	30	35	45	50	60	75	90	100	110	125	150	175	200	225	250
Greeter	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2
Registrar	1	1	1	1	1	1	2	2	2	2	2	2	2	3	3	3
Unit helper	1	1	1	1	1	2	2	3	3	3	3	4	4	5	5	6
Refreshment server	1	1	1	1	1	1	2	2	2	2	2	3	3	4	4	5
Bring 'em back recruiter	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2

### Also for high schools:

Runner	1	1	1	1	2	2	2	2	2	2	2	3	3	3	4	4
Crowd control (adult)	1	1	1	1	1	1	1	1	2	2	2	2	3	3	4	4

Unloaders and reloaders should be able to lift 50 pounds and plan on working for approximately one hour.

Unloaders should report to Central, West and Southwestern blood drives two hours before the blood drive is scheduled to begin and 1.5 hours for Northern and Eastern drives.

Unloaders/Set-up	2-3	2-3	2-3	2-3	2-3	2-3	2-3	2-3	2-3	2-3	2-3	2-3	3-4	3-4	3-4	3-4
Breakdown/Reload	2-3	2-3	2-3	2-3	2-3	2-3	2-3	2-3	2-3	2-3	2-3	2-3	3-4	3-4	3-4	3-4
Number of cookies needed	12 dz	12 dz	15dz	15dz	20dz	25 dz	30 dz	30 dz	35 dz	35 dz	42 dz	50 dz	60 dz	70 dz	75 dz	80 dz
Gallons of Juice needed	3	3	4	4	5	6	7	7	8	8	9	10	11	12	13	14

\*\* Juice tables are recommended at high schools



# it's **Sum** | **Difference** . . .

. . . you can start donating **blood** when you're **17**.

*plus*

. . . you may live to be **80** years old (or more!).

*plus*

. . . you can donate **blood** every **56** days up to **6** times per year.

*plus*

. . . every time you donate you can help save up to **3** lives

---

Total lives you could save by being a regular **blood** donor:  
**1,134**

**Please give blood**

Great Lakes Region **Blood** Services

1-800-GIVE LIFE • [www.givelife.org](http://www.givelife.org)



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# Iron Up!

So you've been asked to try donating blood another time because your hematocrit is low. What does that mean?

Simply put, it means that your iron level (and consequently, your red cell count) is below what the American Red Cross requires to safely give blood. The good news is, you may be able to replenish your supply of iron by eating more high-iron foods or by taking supplements.

Foods rich in iron include: red meat • fish • poultry • liver  
Other good sources of iron include: iron-fortified cereals • beans • raisins • prunes • multi-vitamins

Eating foods rich in Vitamin C will help your body absorb the iron you eat. Good sources of Vitamin C are: citrus fruits • broccoli • tomatoes

If you haven't been feeling well, have a family history of anemia, or have questions or concerns after speaking with the Red Cross, we recommend you see your personal physician.

Thank you for volunteering to donate **blood**.

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**Foods rich in iron include red meat, fish liver and poultry.**



**Raisins, beans, prunes, multi-vitamins, and iron-fortified cereals are other good sources of iron.**

**Eating foods rich in Vitamin C will help your body absorb the iron you eat. Good sources of Vitamin C are: broccoli, tomatoes and citrus fruits.**



**If you haven't been feeling well, have a family history of anemia, or have questions or concerns, please consult your personal physician.**

**Thank you for volunteering to donate **blood**.**

**1-800-GIVE LIFE**

# Playing Sports



**American  
Red Cross**



## and donating **blood**



**Answers to the most frequently asked student questions**

**Q:** *I'm on a sports team. Can I safely give **blood**?*

**A:** Yes. You can give blood safely, just like anyone else in good health. Just avoid heavy lifting, pushing or picking up heavy objects for at least four to five hours **AFTER** giving blood. Remember to drink plenty of fluids for the next 24 hours. These are the same recommendations we give to all blood donors, regardless of whether they play sports.

**Q:** *Can I practice or compete right after giving **blood**?*

**A:** When you give blood, you temporarily lose some fluid which your body replaces within several hours. It's not a good idea to practice vigorously or compete right after giving blood since you will become dehydrated. If you are scheduled to compete the day of the blood drive, don't give blood. If you must practice after donating, take it easy. That's just common sense.

**Q:** *I've heard that giving **blood** regularly could eventually affect my physical strength. Is that true?*

**A:** No. After you donate, your plasma (the liquid portion of your blood), red blood cells and platelets are decreased temporarily . . . but this does not affect your overall strength or ability to perform. **This is because your blood contains many, many more blood cells than needed, and the supply of cells remains entirely adequate after you give blood.** Just remember to take it easy at practice on the day you give blood, and to drink plenty of fluids. Remember: use common sense. Don't compete the day you give blood. If you must compete, don't give blood.

**Q:** *Why is it so important that I give **blood**?*

**A:** Every day, thousands of patients need blood . . . cancer patients, accident victims, premature babies, burn victims, people needing surgery and many more. **Here in Michigan, hospitals use about 2,000 units of blood every day.** By donating blood regularly, you are helping to ensure that blood is available when needed. **We expect that blood will be available when we need it, or it is needed by a loved one. So we, as a community and as individuals, are responsible for donating that blood and giving the gift of life.**

**Why not share your good health?**

**Join the most important team of all . . . the Red Cross Lifesavers!**

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