

## Five ways to recognize donors

**Let them know what their donation can do.** Share stories about people you might know who received blood. Talk about how volunteers are the main source of blood transfused to patients. Remind them that one donation can help save up to three lives.

**Thank them promptly after they give.** Write a note. Make a phone call. Send an e-mail. Nothing makes someone feel more special than that personal touch.

**Invite them to participate in other Red Cross activities.** Talk with them about the various services the Red Cross provides. Find out about local chapter activities and leave out flyers with contact information. Let them know there are a variety of ways to be involved.

**Ask for their advice and feedback, and listen.** Find out what went well at the blood drive, and what might be done differently next time. Make them feel involved by their very act of giving.

**Find at least one chance at your next blood drive to communicate with donors.** Send them notes or e-mails with news you receive from the Red Cross, or just to thank them. Ask them again if they have suggestions or observations about your blood drive. Remind them that the need for blood is constant, and that someone, somewhere needs what only they can give.

Now that we're approaching the beginning of summer, thoughts turn to vacation travel, school being out and, inevitably, blood supplies dwindling. Did you know that about 20 percent of the blood donated in Michigan comes from high school and college drives? But when schools close for the summer, there are fewer drives . . . which means fewer donations. That's why we encourage other sponsors to step up and schedule drives in June, July and August to help fill the gap. Be part of the summer solution. Call your donor recruitment representative to schedule your summertime drive today!

## Why we give: Vince's story

**Vince Fodera** woke up on a spring morning 10 years ago and was asked if he could walk. But when he tried to answer, he couldn't speak.

"No one had expected me to survive," says Fodera, who lived through the massive explosion at the **Ford Rouge plant** in 1999 that killed a half-dozen workers, seriously injured 14, and wounded many others. "Six of my friends didn't."

For 27 years, Fodera had worked as a pipefitter at the power plant of the Ford Rouge complex in Dearborn. On **February 1, 1999**, he and his crew were working near the boiler that exploded, blew off the roof, and ignited fires on five floors.

"Everything was just cherry red," says Fodera, who remembers falling between floors. "We were all lit up like candles."

Fodera landed in a ground level welding shop. All his clothes had blown off, and the skin was rolling off his legs. He thought of his kids, of his wife, and knew he needed to get out of the building. The last thing he remembers is saying 'it hurts' when someone asked, 'Vinny. Is that you?'

Fodera had third-degree burns over 70 percent of his body. He was rushed, unconscious, to **Detroit Receiving Hospital**. He was burned so badly no one could identify him.

"Finally my brother found me," says Fodera of the family and friends who combed the hospitals looking for him. "He knew it was me from the tattoo on my arm."



The Fodera family: Children Tony and Katie (front); parents Vince and Susan

Fodera lay in a coma for two months, and received hundreds of units of **plasma**. Doctors performed skin grafts daily, attaching strips of skin taken from his arms to his eyelids to make his eyes close. And when he came out of his coma, he listened to the stories his wife **Susan** told him . . . those of neighbors leaving dinners on the family doorstep, and of blood drive lines stretching forever as people pulled together to help.

"I wanted to try to pay back society, and to do something for mankind," says Fodera, who after several years of surgery and in-home care, decided to donate blood and host a blood drive of his own through the **American Red Cross**. "I knew that my friends and I wouldn't be here if people hadn't given the gift of life."

Fodera began a blood drive in 2006 through his volunteer connections with the **Aerie #2634 Rochester Eagles**. Since then, the drive has grown from a once a year event to three or more, with about 30 donations per drive. Recently, he's turned over coordinator duties to his friend, **Gary Humpich**, and is doing some much-awaited travel with Susan.

"We're enjoying life," says Fodera as he mentions recent trips to Florida, Puerto Rico and Nevada. "I also got a Harley Davidson last year. I don't think Susan will ever get on it though."

*Immediately after the explosion at the Ford Rouge plant, turnout at blood drives across Southeastern Michigan increased by 20 percent. Ford Motor Co. also enlisted community leaders to hold a telethon that raised more than \$200,000 for the American Red Cross.*

## It's simply alphabetical

Blood typing is all about the alphabet: there's **Type A, B, AB and O**. And today, the alphabet soup that makes up Michigan's blood supply needs more Os.

In the past several years, the supply of Type O has gone up and down, sometimes dipping as low as a half day. That can be serious, when you realize that the American Red Cross considers a three-day supply safe and adequate for meeting the needs of patients in about 120 Michigan hospitals.

The need for **Type O-negative** is particularly important. People with O-negative are universal donors—which means their blood can be transfused to most anyone with most any blood type. That's why Type O-negative is used in emergency rooms, when the need is so urgent that there's simply not enough time to determine the patient's blood type. The need for Type O-positive is just as crucial. You see, Type O-positive blood can be transfused to anyone with a positive blood type – like Type A-positive, B-positive, AB-positive and O-positive. Taken all together, that's 8 out of 10 people who can potentially receive a donation of Type O-positive blood.

So as you plan your blood drives for this summer and fall, don't forget that recruiting and collecting blood from **Type O donors** is critical to the success of your drive. About 50 percent of the blood requested by and ordered by hospitals is Type O. As a blood drive sponsor, you can play a big part in ensuring that the main ingredient in Michigan's "alphabet soup" is Type O.

## New signs and stickers provide shared experience

More than likely, many of the donors who come to your blood drive are familiar with who you are, and what to expect from your company or organization. And as a blood drive sponsor, you too, have come to understand and expect certain things from the **American Red Cross**.

In the past several months, we've been working hard to **standardize** some of the ways we do things. Beginning this spring, many of you started hearing about the **new tools** that will help donors have a similar experience every time they come to a Red Cross blood drive.



First time donor name tag

The first phase of our **Collections Standard Guidance Project** includes supplying our sponsors with informational signs, newly-designed donor name tags, stickers to identify first-time donors, and lanyard IDs for volunteers. We'll

also be providing recommendations for setting up reception areas, and configuring other parts of the drive. Finally, some of you may receive survey cards for your donors to provide feedback on their donation experience.

By making these **small changes**, our hopes are that any volunteer, any donor, or any Red Cross staff person can walk in to an American Red Cross drive anywhere in the country and know they'll be treated to the same quality experience. Our goal, too, is to **decrease the overall time** it takes for our donors to give blood by picking up efficiencies along the way.



Donor name tag

We'll be making other changes from time-to-time, and will keep you updated. Thank you for the part you play in helping to save lives, and for ensuring blood donors have the best possible donation experience each and every time.

## A sponsor's story: Industrial Steel Treating

**Tim Levy** has always made it his goal to provide his employees with opportunities to succeed and grow. Part of that, he says, is enabling them to give back to the community where **Industrial Steel Treating** does business.



A few donors from the IST drive: Tim Levy, Jeff Thomas, Linda Rowley, Cheryl Santure, Brad Stuart, Jim Tarpley, Mark McDonnell, Steve Spooner, Jacki Fagan, Cynthia Newsome, Jacob Kurylczuk

"We're a family-owned company with a long-history of supporting the community, non-profits in particular," says Tim who co-owns the Jackson-based IST with brothers **Mike** and **Tom**. "We want to give everyone here a chance to contribute to the greater good."

But tough economic times, Tim says, have made it difficult for the 65-year-old commercial heat treating company to give like it has in previous years. So when the **American Red Cross** asked IST to do a blood drive, Tim jumped at the chance. He realized it was a way to give back that cost nothing but a little bit of time.

"Everyone is pinched these days. We're all struggling," says Tim. "The blood drive gave everyone who works here a chance to participate in a way that's not coming out of their pockets."

In mid-February, Tim got together with Human Resources Manager **Doug Scott**, and coordinated the company's very first blood drive. It was easier than he imagined, he says, simply because all they needed to do was free up parking in their front lot, and let the **Red Cross Blood Bus** roll on in.

Staff recruited family, third shift people came with spouses, and friends stopped by. By the end of the drive, 32 productive donations had been collected on a goal of 24.

"We didn't have to pressure anyone," says Tim. "Most everyone has known someone who has had a transfusion, or has heard of the constant need for blood. It was just a matter of giving people an easy opportunity."

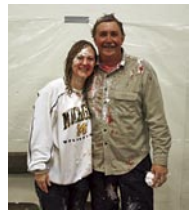
Tim plans to bring the bus back for a second or even third blood drive this year. He likes the idea of parking the bus in front of the building, and the publicity it generates.

"Everyone who drives by sees what's going on," he says. "Plus, it's kind-of fun to give on a bus."

# 'Round the Region

This section highlights high achievers and innovators from our recent quarter.

**Reid Entities.** This 60-year old collection of local companies in Muskegon is never short on ways to bring creative twists to its quarterly blood drive. "We always reward our participants," says Human Resources Administrator **Amy Sleeman**. "This time, our company president and I cooked breakfast for everyone; another time we gave away coupons to a pizza place." Amy says the Red Cross sets the drive goal, then Reid raises the bar. At the most recent drive, if Reid beat it's record of 48 units, anyone who volunteered to donate was offered the chance to throw a pie "or something similar" at Amy or at Director of Operations **Mike Norkus**. First-time donors could target any member of the management team.



Amy Sleeman and Mike Norkus

"We really got creamed that day," says Amy after receiving whip cream pies in the face. Amy herself launched Jello, eggs, spaghetti and Chinese food at company president **John Carrier**. Reid collected 58 donations from staff at its various companies, including

Reid Safety Supply, United SignGraphics, Total Quality Machining, Inc., Professional Parts Warehouse and Reid Supply Company.

**Mid-Michigan Chapter.** Several businesses have partnered with this **five-county chapter** to raise dollars in addition to hosting blood drives. These local HEROES commit to raising at least \$1,000 through ideas that range from car washes to soccer tournaments to donating services like house cleaning. Among the groups are Capitol National Bank, Capital Bancorp, Emergent Bio Solutions, L&L Food Stores, The MAC, Cutters Point East, Max and Erma's, Walnut Hills Country Club, Okemos Community Church, Panera, Lansing Lugnuts and City Pulse.

**Livingston County Chapter.** Long-time volunteer **Jody Adams** received the Volunteer of the Year Award from this south-east Michigan chapter. Jody has been donating her time since 1987, and recently completed her studies to become a phlebotomist. Jody runs blood drives at the **Cornerstone Evangelical Presbyterian Church**.



Jody Adams and DRD Rep Michael Lenninger

**Otsego Church of God.** This Allegan county sponsor consistently has good showings, including 45 donations at a recent spring drive. "She always surrounds herself with such wonderful volunteers," says Donor Rep **Jane Emanuel** of sponsor **Sarah Dendel**. "The soup, sandwiches and service is always wonderful, too."

**Shiawassee County.** A winter holiday drive in honor of a local community member was wildly successful both in terms of collecting blood and for showcasing a new mixed retail and housing development in Owosso. Businesses within **Woodard**



Mary Klinkoski and Casey Voss

**Station** offered discount coupons to presenting donors, while guest-of-honor **Mary Klinkoski** took in the festive atmosphere with her daughter and first-time donor **Casey Voss**. Mary received six units of blood in 2007 during emergency cardiac surgery. This first-time drive collected 69 donations, with 20 from first-time donors.

**Lake Superior State University.** A new donor frequency campaign plus terrific recruiting laid the groundwork for a very busy day at this mid-winter drive on an Upper Peninsula college. Campus volunteers from Lake State Student Nurse Association, Criminal Justice Fire Association and Tau Kappa Epsilon helped run the drive, while LSSNA coordinators **Tara Morrow** and **Amy Naghtin** lined up volunteers, recruited donors, and secured food and drink from Pizza Hut, Subway, and McDonald's. On a goal of 62, the team saw 105 presenting donors and collected 91 pints of blood.

**Soo Eagles.** This single A hockey team from Sault Ste. Marie recently offered playoff tickets to all presenting donors at a spring blood drive. Nearly 40 donations were collected at the drive through the **Chippewa County Chapter**. The team competes in the Northern Ontario Junior Hockey League and is for high school grads ages 18 to 20. Owner **Ron Eagle** has his roots in the Soo, and encourages all his players to give back to the community.



Soo Eagles Jacob Johnston, Adam Phillips, R.J. Kleiman and Aaron Celestino

**Cedar Crest Banquet Center.** Family and friends turned out en masse for the mid-February blood drive to celebrate the end of 10-year-old **Skylar Steven's** chemotherapy and her victory over leukemia. "Skylar had a blast," says her mother Christine. "She jumped in a moonwalk with her friends, and ate anything with sugar. You couldn't hear yourself talk in the kids' area. It was so loud!" The first-time drive was also held in honor of **Estevan Sanchez**, a fourth-grader and family friend with cancer. Nearly 60 people volunteered to give blood, with 48 donations collected.

## Update: hospital blood drives

Blood drives held at hospitals within the Great Lakes Region Blood Services boomed in 2008. Across the Region's 65-counties, 46 hospital partners collected more than 6,800 productive units, amounting to an increase of nearly 1,500 units from 2007.

Those collections could help save as many as 20,400 lives. That's a true testament to the hard work and dedication of the blood drive coordinators involved, as well as the donors who volunteered their time to give a little bit back.

Nearly half the hospitals that partnered with the American Red Cross in 2008 met or exceeded their collection goal. Even more impressive, 36 of the 46 hospitals held multiple drives during the course of the year.

The Great Lakes Region is grateful to all of our hospitals who partnered on drives in 2008 and are doing so again in 2009. So far, hospital drives have collected to 107 percent of goal, collecting almost 1,200 units.

If you are interested in discussing holding blood drives at your hospital, please contact Seth VanHoven at 1-800-968-4283 ext. 273 or e-mail [vanhovens@usa.redcross.org](mailto:vanhovens@usa.redcross.org).

*Do you know of a sponsor or volunteer deserving of recognition? Or would you like to tell us why you sponsor drives through the American Red Cross? Call or e-mail Ann c/o Drivetime Talk at 1-800-968-4283, ext. 360 or [kammerera@usa.redcross.org](mailto:kammerera@usa.redcross.org).*



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# Drivetime Talk

Newsletter for you...

Our Blood Drive Sponsors and Coordinators

Drivetime Talk is a publication for our Blood Drive Sponsors and Coordinators.

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## By the numbers

Fast facts about blood drives and sponsors in Michigan

For the period July 1, 2007 to June 30, 2008

3,276	Number of sponsors
7,778	Number of blood drives
2 to 3	Average drives sponsors host a year
1,362 (or 41%)	Sponsors who hold 1 drive a year
952 (or 29%)	Sponsors who hold 2 drives a year
410 (or 13%)	Sponsors who hold 3 drives a year
227 (or 7%)	Sponsors who hold 4 drives a year
66 (or 2%)	Sponsors who hold 5 drives a year
173 (or 5%)	Sponsors who hold 6 drives a year
86 (or 3%)	Sponsors who hold 7 or more drives a year

Dozens of our sponsors host American Red Cross Blood drives in multiple locations. Those sponsors include: Michigan State University, Central Michigan University, Western Michigan University, University of Michigan, Holland Fire Station, General Motors, Ford Motor Company, William Beaumont Hospitals and Medical Centers, Henry Ford Medical Centers, and Detroit Medical Centers.

## Why she gives

A blood donor reflects on why she coordinates blood drives through the American Red Cross.

“My family began donating when my father served in the Second World War. We are a patriotic family. Giving blood was just something we did without question. We didn’t need incentives. We did it to support our soldiers. My husband and I began coordinating drives



Yvette and David Domanski

for our church 33 years ago. When he died from leukemia, my son David took his place and we run the drives together. My husband received 58 units of blood during his cancer treatment. People think that donating one pint will take care of a patient. Most of the time that isn’t the case. Lots of people easily need five to six units of blood.”

**Yvette Domanski, Detroit**

**CALL 1-800-GIVE-LIFE  
(1-800-448-3543)**

**TO MAKE YOUR  
APPOINTMENT TO  
DONATE!**