



COVID-19 Severe Blood Shortage

- 1) **How to Support Blood Drives:** Push People to sign up to donate blood close to their homes- share the link:
 - a) When people sign up on this link in the comments they should put their Rotary Club so that we can tell which clubs are participating.
 - b) <https://sleevesup.redcrossblood.org/campaign/rotary-district-5170-virtual-blood-drive-january-may-2020/> You can share this on social media too. Also, have your Rotarian's take a picture and share that they are a Rotarian helping to save lives by giving blood.

Facebook Post:

Post 1:

Rotarians are “People of Action” spread the word: The American Red Cross now faces a severe blood shortage due to an unprecedented number of blood drive cancellations in response to the coronavirus outbreak. Healthy individuals are needed now to donate to help patients counting on lifesaving blood. Make an appointment at <https://sleevesup.redcrossblood.org/campaign/rotary-district-5170-virtual-blood-drive-january-may-2020/>

Social Graphics

The social graphics below are available for download via [Hightail](#) and may be used to accompany sample posts above.



2) Can you connect us with Blood Drive locations?

We are seeking blood drive locations for community blood drives:
To set up a blood drive in your community in May – July

Silicon Valley: contact Ken Toren in Ken.Toren@redcross.org or 408-497-0247

Oakland & Greater Bay Area or Santa Cruz County contact:
Robert.Finely2@redcross.org 415-722-5227

Your Rotarian Contact is always available: Camilla.boolootian@redcross.org 831-421-1146

We would work with you in advance to review any blood drive sites and review any questions. In general, the location would have:

- Minimum 1,200 sq. ft.
- Minimum 4 electrical outlets
- Donation site is in one room with no obstacles (i.e. columns.)
- Bathrooms are close to donation site on same floor.
- Site has ability to control temperature in the room. (AC or heat.)
- Sponsor will accept wireless equipment; site has nothing to impact wireless signal.
- Site has good lighting
- Parking is accessible for donors, staff; easy access to unloading of equipment (ramp or dock if needed)

3) Does your club want to financially sponsor a blood drive and promote it

Here are the details associated with sponsoring a blood drive:

To fully sponsor a drive is \$3,900 and covers the cost of the specialized staff and equipment needed to collect, test, store, and deliver the blood products. It basically supports the entire “arm-to-arm journey” seen below.

More specifically, financial support allows us to conduct essential outreach and donor recruitment efforts to meet our blood supply needs, conduct more than a dozen rigorous tests on each unit of donated blood to establish blood type and screen for infectious diseases to ensure the blood supply is as safe as possible. And, lastly, funding supports the biomedical services vital infrastructure, including a fleet of nearly 3,000 vehicles to complete every step of the collection, transportation and delivery process; essential medical equipment to collect, test and store blood; and our unique, nationwide network of strategically located facilities to make certain that a robust blood supply is available 24/7

4) To Donate financially as an individual or club to represent District 5170: Join us in supporting the American Red Cross.

Help the American Red Cross continue to deliver its lifesaving mission nationwide due to this public health emergency.

- Maintain a sufficient supply of blood to help patients in need and prevent any shortages.
- Provide critical relief services to people affected by disasters big and small.

Use this Microsite Link for financial donations:
<https://www.redcross.org/donate/cm/rotarydistrict5170-pub.html/>

5) Do you want to help people and save lives? Become a volunteer!

Visit: www.redcross.org/volunteer to start your volunteer experience today.



Critical volunteer needs:

- **Blood Donor Ambassador:** Provide great customer service at community blood drives! Greet and register donors, staff the canteen area and make donors feel appreciated!
- **Deliver Life-saving blood products:** As a Transportation Specialist, you will deliver life-saving blood to those in need from our blood centers to nearby hospitals.

On-going volunteer needs:

- **Disaster Action Team Member:** Help families recover after a home fire or other disaster.
- **Services to the Armed Forces:** Support new military recruit families by providing Red Cross emergency services information.

In-Person Opportunities

The **in-person** opportunities listed below are considered essential functions and are exempt from the shelter-in-place order. Please refer to [CDC guidance](#) on those who are at higher risk and follow guidance from your local public health department to decide if you are a good fit for these roles.

- **Blood Screeners:** Help check temperatures of blood donors before they enter a blood drive. Must be 18+. Shifts are 4 hours and available 7 days/week.
- **Blood Donor Ambassadors:** Greet and register blood donors and provide snacks post-donation. Shifts are 4 hours and available 7 days/week. Must be 15+.
- **Transportation Specialists:** Transport life-saving blood products to patients in hospitals using a Red Cross van. Shifts are 2-4 hours and available 7 days/week. Must be 21+, able to move boxes up to 45 lbs., and have a valid license. Drive with a friend or family member (13+)!
- **Disaster Action Team Member:** Help Disaster Action Teams respond in-person to support clients displaced by small disasters, such as single-family fires, to provide financial and emotional support.

Virtual (Remote) Opportunities

- **Take Disaster Responder Training (EDGE):** Become a trained disaster responder, including being a local disaster action team member (DAT), or take online classes to add additional GAPs (Group/Activity/Position).
- **Virtual Data Entry Projects:** Participate in one-time data entry projects as available.