

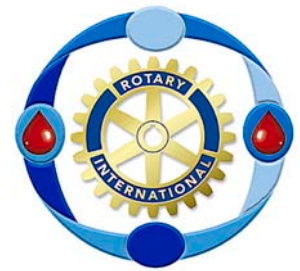
**GOVERNORS' CHALLENGE**  
**BLOOD DRIVE**  
**HANDBOOK**

**Global  
Network for  
Blood  
Donation**

*A Rotarian Action Group*  
[www.ourblooddrive.org](http://www.ourblooddrive.org)

## Global Network for Blood Donation

A Rotarian Action Group



Dear Fellow Rotarians,

We invite you to join our **Global Network for Blood Donation, A Rotarian Action Group.**

Our group exists to help people who believe in volunteer blood donation share their enthusiasm, their ideas, and their words; we can even help share technology and training. While our blood donations stay in our communities, our impact will be shared globally.

Our website [www.ourblooddrive.org](http://www.ourblooddrive.org) is our meeting room, open 24 hours a day, every day of the year. Please visit the site.

We're just getting started, so watch us grow as our members build this site. You will find a host of materials from around the world. Rotarians, Rotaractors, Interactors, Inner Wheel, Spouses and Friends are all welcome to join in.

No need to re-invent the wheel. You will also find resources in editable form, ready for you to customize for your club and district. We've got newsletters, our handbook, posters...

### To Join:

Send the following information to [info@ourblooddrive.org](mailto:info@ourblooddrive.org)

*First Name*  
*Last Name*  
*Badge Name (Nick Name)*  
*Rotary Club*  
*Rotary District*  
*Country*  
*e-mail address*  
*Phone Number*

Our operating expenses have been covered thru a grant, so there is no need for dues.

Please invite others interested in blood donation to join us.

The meeting is now called to order.

With our best regards,

*Haagen*

Haagen Cumlet  
President

*Joe*

Joe Ridley  
President Elect

*Chuck*

Chuck Kurtzman  
Vice President

*Bobby*

Bobby Grigsby  
Treasurer

*George*

George Elking  
Secretary

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## **Governors' Challenge Blood Drives**

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### **Success Factors**

The involvement of leadership plays a critical role in the success of any blood drive program. When possible, leading by example as a donor is the ultimate model, underscoring the importance of regular donations and setting the tone for everyone. It is also important that leaders encourage volunteerism and support the members who manage the Blood Drive Campaign with support and resources.

The number of blood drives held each year contributes significantly to the success of your overall program. Ideally, the number of drives hosted at a location or site is at least twice per year initially and then four times per year as the program develops.

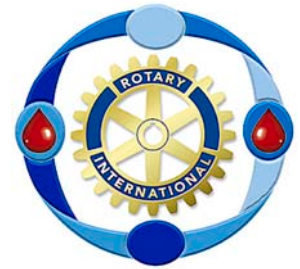
Early planning is highly important. One of the first steps is to contact your local blood center. To identify a blood center near you, you may consult the inside back cover of this guide. You may also ask your local hospital who supplies the blood to your community. Your local blood center will help with scheduling and staffing the drive and can be a source of educational and promotional materials such as tent cards, posters, presentations at meetings and a resource for training those who will be managing your drive internally.

You don't need to reinvent the wheel. Your community blood center will provide guidance and materials. Each community has its own way of doing things and so the guidelines in this handbook should be adjusted for your particular circumstances.

Our website at [www.ourblooddrive.org](http://www.ourblooddrive.org). Here you will find ideas and tools from around the world.

### **REMEMBER**

**JUNE 14 is World Blood Donor Day**  
**JANUARY is National Blood Donor Month (USA)**



### **Tips to Make Your Drive Successful**

- 1. Get active and visible support from the top.** The most successful blood drives not only have the support of the club's leaders, but also have their leaders participate in the program. Club leaders can incorporate blood donation into the annual goals; support donation during meetings; issue a challenge between neighboring clubs; designate recruiters; and kick off the event by being the first blood donor.
- 2. Set up a location for the blood drive.** Some clubs can identify a fixed location (meeting room, conference room, multi-purpose room, cafeteria, etc.) for blood donations. Some clubs, however, have more limited space. In these instances, the Rotary Club should work with the blood center to arrange to have a mobile blood donation bus come to the meeting place.
- 3. Set a goal for the blood drive.** Setting a goal or challenge for the club generates excitement and often produces greater participation. The goal can be a total number of donations collected or a percentage of member participation. This goal can be expressed as an annual target, with each blood drive contributing to the total.
- 4. Appoint blood drive team members who are enthusiastic.** Members who not only recognize the importance of blood donation, but take an active role in the donor recruitment initiative are critical to the success of the program.
- 5. Hold regular team meetings.** Hold team meetings to set goals, plan, distribute materials and review progress. Regular communications can identify successes or issues early on so that either can be appropriately recognized.

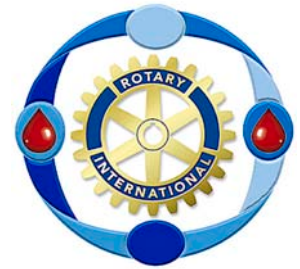
## Governors' Challenge Blood Drives

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- 6. Recruit blood donors face to face and schedule them for specific appointment times.** The best way to sign someone up to donate blood is to ask him/her directly. Many people intend to donate, but never get around to scheduling an appointment or calling their recruiter.
  
- 7. Plan for recognition/rewards.** Donor recognition is important, but a budget for this does not need to be significant. Consult with your local blood center for suggestions and guidance on recognition and rewards to ensure that the selections meet regulatory guidelines. T-shirts, coffee mugs, water bottles represent the token gifts frequently used.
  
- 8. Provide recruitment materials.** Publicity can be arranged through the blood center, the club, or as a partnership between the two. The important point in recruiting is for the club to maintain uniformity in the promotion and to use all public relations vehicles available. Some ideas include tracking milestones in a district newsletter or website, printing posters, providing donor favors, and sending a letter of encouragement from leaders.
  
- 9. Confirm donation appointments.** All donors should receive a reminder before the drive with their donation time and then a confirmation call or e-mail the day of the drive.
  
- 10. Take the time to “close out” the drive.** Thank you notes to blood drive recruiters and donors are a must. Equally important is measuring your success versus goals – Did you collect as much blood as you had targeted? Were donors able to get through the process in a reasonable amount of time? Were donors happy with the process? Obtaining feedback on a variety of issues will help you celebrate your success with the current drive and improve for the next time.

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### Getting Started – The Committee Structure

A designated committee of high-energy, committed Rotarians responsible for managing all blood drive activities is the cornerstone of any successful program. The suggested committee structure is as follows:

Ideally, an experienced Rotarian is the Drive Chairperson. His/Her major responsibilities include:

- ♥ Gaining club support of the program
- ♥ Identifying the Drive Captains
- ♥ Determining the overall Rotary Club objective for hosting blood drives
- ♥ Setting individual goals
- ♥ Establishing the number of drives to be held annually
- ♥ Identifying successes and challenges
- ♥ Enlisting blood center involvement and support with planning each drive
- ♥ Overseeing drives and recording statistics
- ♥ Managing master schedule of donor appointments
- ♥ Publicizing final donation results
- ♥ Instituting changes based upon lessons learned
- ♥ Leading the Captain's team – educating, delegating tasks, assigning goals.

***The single most significant factor for the success of a blood drive program is personal recruitment of blood donors.***

Instituting a Captain's Network to manage this provides the opportunity for every member (a potential donor) to be personally asked by a peer to donate blood. Because personal contact is so vital, Captains should be selected with great care. Those you select should be outgoing individuals who are enthusiastic about the program and respected by fellow members.

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## Governors' Challenge Blood Drives

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Captains are responsible for:

- ♥ Recruiting donors (see Donor Recruitment section)
- ♥ Educating members on new developments
- ♥ Maintaining contact with donors to allay fears and help them overcome potential obstacles that might prevent their participation
- ♥ Coordinate volunteer lists for efforts on the day of the drive

Potential donors often react most positively to appeals from peers for blood donations. Personal solicitation from peers provides a warm and friendly touch that helps new donors overcome their concerns, and has proven to be the most successful recruitment tool.

Captains should be sensitive to the fact that some may not be able to donate or may simply prefer not to be approached. *Individuals wishes should always be respected.*

### **Choosing A Site**

A blood drive requires a registration area, a private medical area where potential donors are screened for eligibility (this can be as simple as a corner of the room that will be screened off), the donation room, a screened-off section to handle any emergencies or donor reactions, and a refreshment area. Ideally, on a large drive, blood center staff should have a separate room for breaks.

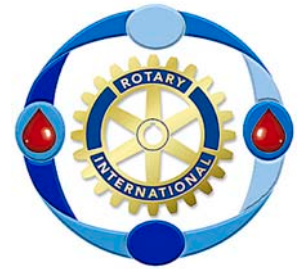
The donation room should be:

- ♥ Well lighted
- ♥ Adequately sized
- ♥ Cleared of furniture and equipment that would interfere with blood drive operations
- ♥ Free from noise, traffic, and non-blood drive related activities
- ♥ Temperature controlled
- ♥ Equipped with adequate electrical outlets and telephones
- ♥ Located close to restrooms
- ♥ Located on the ground floor or, if this is not possible, have elevator access

**Important:** All sites will be inspected by your blood center representative who will also tell you what equipment will be sent by the blood center.

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### Promoting the Blood Drive

Good publicity for a blood drive broadens awareness and complements recruitment efforts. Publicity can be arranged through the blood center, the Rotary Club or as a partnership and should begin about four weeks before the blood drive date. Local blood centers offer a variety of promotional materials.

- ♥ Publicity can be accomplished with posters, tent cards and banners displayed in prominent locations where they will have optimum visibility.
- ♥ Make arrangements to have an article or advertisement publicizing the blood drive in your Rotary Club newsletter or on the web site. Also use your local newspaper, if possible.
- ♥ Publicity notices may also be distributed through e-mail to the member population.

An informed audience is easier to inspire. Educating members about the urgent need for blood and about the donation process is critical. Besides alleviating unnecessary anxieties about donating and providing accurate bulletins on the current state of the blood supply, education leads to increased participation at your blood drive.

Remember, first time donors need more education than repeat donors, thus a special effort should be made to reach them and respond to any questions they may have. Educational brochures provided by your blood center can be used to reach members prior to blood drives.

*The first-person story about how blood donations saved a life is the most powerful message that can be delivered.*

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## Governors' Challenge Blood Drives

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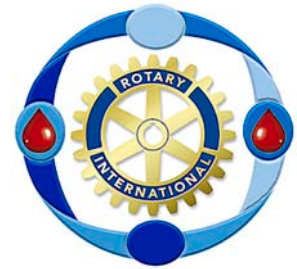
### Specific Action Items:

- ♥ Start with a creative theme or name for your blood drive. We use The Governors' Challenge – but you're free to be creative.
- ♥ One month before the blood drive, kick-off promotional activities with an e-mail letter from Rotary leaders to stimulate interest and to let members know that blood donation is supported from the top down.
- ♥ Three weeks before the event, send an e-mail to all members giving drive specifics, collection goals and information on how to sign up to donate. Post this information on the Rotary Club web site. Resend this weekly to remind members to sign up and to update them on how many people have signed up versus goal.
- ♥ Be creative in using e-mail, voice mail and the web site to reach potential donors in unique ways. For instance, post 10 blood fact related questions in an e-mail or on the web site and ask people to send their answers to a coordinator. The person(s) with the most correct responses can win a small prize
- ♥ Ask your blood center representative to present a program or video to motivate donors.
- ♥ Put blood center posters on bulletin boards and use tent top promotions in the meeting or reception areas. Ask local stores to post the messages.
- ♥ Invite guests from your member's businesses. Explain the blood drive program to them and invite them to visit your site on the day of the drive to learn more about the program. Answer any questions or concerns they may have about starting a program.
- ♥ Take photos of people working with the blood drive and donors giving blood. These pictures can be used in publicizing results, in recognizing members, etc.
- ♥ Encourage Rotary leaders to "walk through" the day of the drive.
- ♥ Make blood drives a part of your club and district culture and make members proud of the role they play in good citizenship. Post information about your blood drive program in your new member handbook and on your club and district websites.

*A successful blood drive is an excellent  
Community Service project - and it's free!*

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### Donor Recruitment

As part of your recruitment efforts, you will be assigned a blood center representative dedicated to your organization's donor recruitment efforts.

### **YOUR BLOOD CENTER CAN PROVIDE A GREAT PRESENTATION AT A MEETING (BEST A WEEK BEFORE THE BLOOD DRIVE)**

There is a great deal of educational and donor recruitment material included in this tool kit. Your blood center representative can also provide brochures, pledge forms, posters, fact sheets, current medical guidelines, and motivational videos. Work through your Drive Coordinator to obtain what you need to be successful in your efforts.

To kick off recruitment efforts, the Drive Coordinator will invite you to a meeting during which he/she will review specific drive information and educate you on the importance of donating blood, the blood donation process, and blood donation criteria. You should set a goal for your personal recruitment efforts. Additionally, during the meeting, the Drive Coordinator will review publicity efforts (e.g., how the drive will be promoted to members) and the schedule for publicity. Once publicity has begun, you should start the recruitment efforts.

Your blood center has many examples of recruitment material. The following are some effective techniques captains can use when recruiting donors:

- ♥ Obtain a list from your blood center of people who have previously donated and ask them to donate again.
- ♥ Don't ignore people who have not donated. They may have never been asked before or the circumstances that prevented them from donating may have changed.
- ♥ Send a memo or flyer to members and members of other local clubs notifying them of the upcoming blood drive. Use e-mail or voice mail when available.
- ♥ Be enthusiastic! Your drive and commitment can be motivating.
- ♥ Be confident! You are performing a duty that will help other people and save lives!
- ♥ Be prepared! Know the day, date, place and time of your blood drive. Have enough brochures and pledge cards on hand for your calls.
- ♥ Talk to each potential donor face to face. One-on-one contact is the only way to be sure that potential donors realize how important their donation is.

*Nothing is more effective than one friend seeing another face-to-face and asking for a blood donation.*

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## **Governors' Challenge Blood Drives**

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- ♥ Take time to really listen to a potential donor's objections. You may be able to overcome them easily. This does not mean forcing an unwilling person to donate, but rather means to engage prospective donors in a discussion about the importance of donating blood. Listen to prospective donor's concerns about donating and respond to them. Keep your list of donor criteria from the blood center handy so that you can respond to questions about medications, travel, etc. that someone may think precludes them from donating. You can feel comfortable referring prospective donors directly to your local blood center for more information. Additionally, some of the most frequently asked questions and concerns about donating blood are attached below. These include proposed responses to overcome concerns.
- ♥ Thank the person regardless of whether or not they sign up.

### **General donor criteria (USA)**

Donor must be over the age of 17 (in some states, 16 year-olds can donate with a parent's permission).

- ♥ Donor must weigh at least 110 pounds.
- ♥ Donor must be in general good health and feeling well on the day of donation.

### **Scheduling Donors**

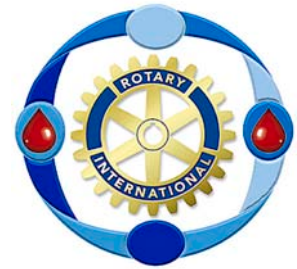
Scheduling appointments is critical to your blood drive run smoothly. Appointments keep people moving on schedule, minimize wait time, and prevent unnecessary anxiety for the donors. Also, people with appointments are more likely to show up. So to avoid heavy "walk-in" traffic, try to pre-schedule as many donors as possible.

Maintaining the master scheduling of donors is the responsibility of the coordinator but remember that your blood center representative is always available to help you.

- ♥ Utilize a website as a method of registration. A website for the blood drive campaign is a great way to have donors set up their own appointment times and automates the maintenance of the master schedule. Many blood centers have easy access to an on-line appointment and blood drive management tool.
- ♥ Work with the blood center to create the master schedule. Together, determine how many appointments to make and at what intervals (e.g. four donors maximum, scheduled every 15 minutes).
- ♥ Distribute schedules to your Captains so they can fill in appointment times with donors. However, it may be important to give Captains access to only a few of the available appointments during a given time to ensure that certain times do not get overbooked, creating a burden on blood center staff and a wait for donors. For instance, if a blood drive can accommodate four donors every 15 minutes, you may give each Captain one appointment slot every 15 minutes rather than all four.

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- ♥ Reduce the number of available appointment times during staff breaks.
- ♥ According to your local blood center policies, keep the last 15 minutes of the drive unscheduled to allow for overflow.
- ♥ List donors' phone numbers and e-mails on the master list so that the volunteers can reach donors that do not show up for their appointment.
- ♥ Provide your blood center representative with a copy of the updated master schedule regularly throughout the recruitment process. Utilization of an on-line tool can make this process simple and quick.
- ♥ Send e-mail confirmation to verify donation times a week prior to the blood drive.
- ♥ Send voice mail confirmation to verify donation times the day of the blood drive.
- ♥ Provide alternative drive dates for donors who are not able to give on the day of the drive. If your blood center is conducting a blood drive at a nearby location you may be able to offer donors the opportunity to reschedule at these other locations or to the blood center's fixed sites.

### Evaluating the Results

To evaluate the success of your blood drive and to improve upon it next time, if needed, it is necessary to measure the results.

This is the role of the Blood Drive Chair. It is helpful to track and compare data from each club and share data amongst clubs and districts.

Your data system can help you keep track of information about the number of drives, deferrals (individuals who could not donate for medical reasons such as colds or low-iron count), and missed appointments. Analysis of the responses can help for future blood drives. Data may indicate that a variety of appeals are necessary in order to motivate the various segments of the entire member population.

Once you have taken the time to review your blood drive:

- ♥ Send out a memo to all group members with the results of the drive
- ♥ Provide the results to Club and District leadership.
- ♥ Send a broadcast message to the member population congratulating the site on their successful blood drive and commending donors for their support
- ♥ Send a thank you note to drive captains

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## **Governors' Challenge Blood Drives**

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### **Overcoming Some Common Concerns From Potential Donors**

#### ***No one ever asked me to give blood.***

Consider yourself invited. If you are over 17, weigh at least 110 pounds, and are in good health, you can probably donate blood.

#### ***Frankly, I'm afraid to give blood.***

That's natural. There is a slight sting when the needle is inserted. Otherwise it's quick and painless. Will you try it? We will be there through the donation to make sure you are comfortable, I can schedule a friend to donate at the same time.

#### ***I'm on a sports team.***

Athletes can donate as regularly as anyone else. However, it is not a good idea to practice vigorously right after donation because of the possibility of dehydration. Give your body a day to replace most of the blood volume you donated.

#### ***Can I get AIDS from donating blood?***

Absolutely not! All equipment used to collect blood is sterile, used once for your donation and is then safely discarded.

#### ***What if I have anemia?***

If you have anemia, you cannot give blood. But anemia is often a temporary condition that can be corrected with diet. We test your blood for iron before your donation to ensure it is safe for you to donate. Eating nuts, raisins, or iron supplements in the days before your donation can help to increase your iron level.

#### ***I may faint.***

The likelihood of this happening is minimal. It helps to eat before donating and drink extra fluids, especially after your donation.

#### ***I already gave.***

Great! You can give safely every 56 days. Many donate four to five times a year.

#### ***They don't need my type.***

Every blood type is needed. In fact, you may be asked to donate a specific blood component based on your blood type.

#### ***I don't think I'm eligible.***

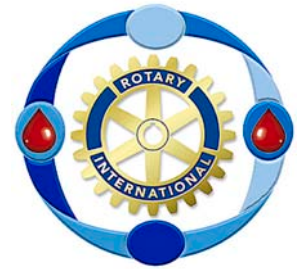
We give you a mini-health check. Our professionally trained blood center staff makes sure that it is okay for you to donate. Do you have a specific reason why you think you are not eligible? I can check this for you. Or, I can refer you to a nurse at the blood center who can answer questions about eligibility.

#### ***I'm too busy.***

The hour you will spend donating one pint of blood may save several lives. Isn't an hour of your time worth that?

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### Organizing Your Blood Drive

*Hosting a blood drive is a fun and easy way to help members give back to the community.*

This section provides a timeline and checklist for action items to be completed in organizing the blood drive. Check with your local blood center for any adjustments or modifications they may suggest or require for either the timeline or the action items.

#### **Begin Organizing (8-12 weeks before)**

- \_\_\_\_\_ Make a list of who will be asked to donate and estimate the participation level. This list should include all members, in addition to family members, friends and member's employees and coworkers who may also participate in the drive. If your Rotary Club has run drives in the past, obtain a list of previous donors from your account manager or blood center representative.
- \_\_\_\_\_ Meet with your blood center account manager to discuss procedures and location for the drive. Accompany the person on a tour of the site to review the checklist for choosing a site. Confirm room space.
- \_\_\_\_\_ Check available publicity materials and arrange for news articles, posters, or other needed supplies from your blood center.
- \_\_\_\_\_ Talk to facilities / security personnel about specific arrangements for the drive; i.e., special parking requirements and building access.

#### **Coordinate the Team (4-8 weeks to go)**

- \_\_\_\_\_ Contact your District leaders to notify them of goals, plans, and requested support. Challenge other clubs in your area!
- \_\_\_\_\_ Make a list of what you have to do to ensure a smooth-flowing blood drive, including what you need member volunteers to manage on the day of the drive.
- \_\_\_\_\_ Identify captains to recruit donors. Rotary leaders are appropriate captains. There should be one captain for about every 25 members.
- \_\_\_\_\_ Arrange the date of the captains' kickoff meeting with your blood center representative. Request brochures and "captain kits" if available.
- \_\_\_\_\_ Notify members or group members about the upcoming blood drive and ask for their support through memos, e-mail, etc.

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## **Governors' Challenge Blood Drives**

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### **Training (3-4 weeks)**

- \_\_\_\_\_ Hold captains' kick-off meeting. Establish specific goals. This will help each captain to be focused and efficient. Hand out a list of members or group members to each captain at the meeting.
- \_\_\_\_\_ Outline detailed timetable and reporting system.

### **Start Scheduling (2 weeks before)**

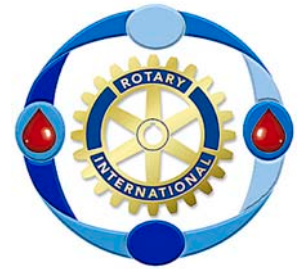
- \_\_\_\_\_ Have captains make personal visits and phone calls to members. Direct contact has proven the most effective strategy to getting a large turnout.
- \_\_\_\_\_ As with any major event, you can assume a 20% cancellation rate. In theory, if you plan on having 50 donors, recruit 60 persons.
- \_\_\_\_\_ Schedule appointments for donors based on their stated time preference, but keep the schedule balanced. Your blood center representative will give you a scheduling template to follow.
- \_\_\_\_\_ Have captains forward appointment lists to the individual who will compile the master timetable.
- \_\_\_\_\_ Give frequent updates to all captains.
- \_\_\_\_\_ Recruit volunteers to help with tasks on the day of the drive (managing the registration table, handing out snacks to donors, confirming appointments, etc.).

### **Make Arrangements (1 week before)**

- \_\_\_\_\_ Confirm the room reservations for the drive with the building management. Make sure that there is a working telephone at the blood drive.
- \_\_\_\_\_ Provide a pre-drive report to key leadership and group leaders.
- \_\_\_\_\_ Send appointment cards or e-mails to all donors.

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### Last Minute Details (One day before)

- \_\_\_\_\_ Schedule a walk-through with the facilities maintenance department. Clear reserved rooms of excess furniture and make sure the reception/waiting area has been arranged for the donors.
- \_\_\_\_\_ Post signs directing donors to the blood drive.
- \_\_\_\_\_ Remind building security about the blood drive.
- \_\_\_\_\_ Check that freight elevators are in working condition.
- \_\_\_\_\_ Confirm volunteers on schedule.

### Almost There (Day of)

- \_\_\_\_\_ Call or email donors to remind them of their appointment.
- \_\_\_\_\_ Arrive at the site about 60 minutes before the first scheduled appointment to greet the blood collection personnel and to handle any last-minute details.
- \_\_\_\_\_ Assign a greeter for donors.
- \_\_\_\_\_ Assign someone to make reminder calls to scheduled donors who are not present for their scheduled appointments.
- \_\_\_\_\_ Thank all participants as they leave, whether or not they were able to give blood.
- \_\_\_\_\_ Notify building management when the last appointment is finished.

### Closing Out the Drive (Day After)

- \_\_\_\_\_ Send "thank you" letters to donors. The donors who participated this time will probably donate in the future.
- \_\_\_\_\_ Send "thank you" letters to captains for their assistance and support.
- \_\_\_\_\_ Follow-up with "no-shows." Kindly ask why they did not come to donate. Maybe you can ease their fear for the next scheduled blood drive.
- \_\_\_\_\_ File all of your notes and paperwork generated during the drive. These will be helpful when organizing your next drive.
- \_\_\_\_\_ Take down building publicity and store for future use.



# Governors' Challenge Blood Drives

## SAMPLE LETTERS

### **Summer Blood Drive**

Dear Fellow Rotarian,

As the summer approaches, many of us begin to make plans to enjoy traditional warm weather pastimes. There's another summertime tradition - an unfortunate one - that hospitals in our area must plan for during the summer. Our local blood supply can fall to dangerously low levels, creating a potential health crisis for accident victims, surgical and cancer patients, and newborn babies.

The need for blood does not decrease during the summer, but the number of donors frequently does. Vacations and other leisure-time activities often claim the attention of even the most committed regular blood donors. Colleges, universities and high schools are closed or on limited schedules, further depleting the donor pool.

At this critical time of the year, our blood drives take on added importance as a source for blood donors. Accordingly, one of the Governors' Challenge "traditions" is a blood drive. Soon, you'll be hearing from a member, who is a blood drive volunteer, asking you to sign up for the blood drive.. I hope you'll say "yes" and put giving blood at the top of your list of summer plans.

For more information on the blood drive and donating blood or to schedule an appointment to donate, please visit our drive website at <http://www.>

Thank you for your continued support and cooperation.

Sincerely,

### **Holiday Season Blood Drive**

Dear Fellow Rotarian,

The Holiday season may be over, but not necessarily one of its concepts -- gift giving.

Those of us blessed with good health can share it by donating blood. This special gift can enable a premature baby to live, a burn victim to heal, a cancer patient to be treated, an accident victim to survive, or a transplant candidate to have life-giving surgery.

To provide flexible opportunities to donate blood, we will be hosting X drives at our site this year, with the first donor day set for X.

Our campaign begins today. I encourage you to get more information on the blood drive and donating blood or to schedule an appointment by visiting our special blood drive website at <http://www.> We have also put posters up around the building and blood center staff is available to answer any questions you have.

If you are able to donate, we hope you will volunteer ~ if you can't donate, there are several other ways you can help. Please contact X for more information.

Remember, if we should ever need blood, it probably will come from people like us, in other organizations, who are volunteering to donate during their own blood drives. Greet your blood drive captain with a smile and a YES.

Regards,

### **Thank You Letter to Donors**

Date

Dear \_\_\_\_\_,

Thank you very much for donating blood at our blood drive. You should be proud to know that you have contributed to the health and well being of the patients in our community. Thanks to the caring and commitment of blood donors like you, many lives are saved daily.

You may be interested to know that most of the blood we collected was used within 48 hours, going to leukemia and other cancer patients, surgical patients, accident victims, and many others.

Again, thank you. We look forward to your continued support at our next blood drive.

Kind regards,

## What is the Governors' Challenge?

Each Rotary Club is challenged to host blood drives, participate with other groups, and encourage individual donations to *its own local community blood center*.

Rotary has helped our community blood centers meet the needs of thousands of our friends and relatives who need blood each day. Blood donations by volunteer donors help accident victims, cancer patients, children...

*If we don't help, who will?*

Rotarians, as leaders in our communities, can participate by donating blood, recruiting others, and helping to raise awareness in our communities. Blood is needed throughout the year; however during the summer and holiday seasons the blood supply gets critically short. Your club can schedule drives for these times. *Please, do it now.*

## All Rotary Clubs are encouraged to participate in this community service.

Rotarians are asked to help encourage donations amongst themselves, their families, friends, members, civic organizations, church groups, etc. We encourage cooperation with other groups. Units donated by Rotarians "count" regardless if they are given on a Rotary drive, at a joint drive with another group, or as individual "walk in" donations at a blood center. Donations from joint activities count towards your club's totals.

For many years, Rotary Clubs around the world have helped their community blood centers save lives. District 5790 invites all clubs and districts to share their experience and fellowship.

## What do we do next?

Each district chooses its own chairperson, keeps its own records, sets its own goals, and establishes its own awards. Together we share ideas, challenge and inspire each other. E-mail keeps us in contact. Your community blood centers will be happy to help you plan, arrange speakers for club programs, provide printed materials about blood donation, and schedule blood drives. Challenge other clubs!

## Here's what we do in District 5790

The Challenge started in District 5790 in 1996. Since then we've raised more than 60,000 units of blood in our district; our work has been nationally and internationally recognized – but most important – we help save lives; more each day.



Using information taken from the District rolls on July 1 of the current year, we divide clubs into groups by size, 25 and fewer, 26 to 50, and 51 or more. In our district the Challenge runs April 1 to March 31. We've chosen this period to correspond with the cycle of the Rotary year so that awards can be presented at the District Conference and planning can be accomplished at District Assembly time.

One award is presented to the club having the highest donation ratio from each group. The "ratio" is (number of units donated/membership size). An additional recognition will be made for clubs that have previously won the competition. We've used Paul Harris Fellow nominations and large banners as awards to the winning clubs.

## The Lone Star Challenge

The Rotary Districts of Texas invite Challenges amongst themselves and the rest of the world.

Districts from around the world are participating in this effort to help our local blood centers save lives in our own communities.

District 9300, Johannesburg area, South Africa was the first to accept the International Challenge. Since then, over 40 districts around the world have participated.

## Global Network for Blood Donation, a Rotarian Action Group.

In February 2007 the Rotary International Board of Directors approved the formation of the Global Network for Blood Donation as a Rotarian Action Group. Please see page 2 for details.

**Special thanks to Carter BloodCare for their sponsorship of this Handbook.**

## *Today, Your hour can save a child's life.*

*What can be more harrowing than the helplessness of a sick child and the despair of the youngster's parents? Who but someone with a heart of stone would not want to reach out with sympathy, encouragement, and the promise of help?*

There is an urgent and agonizing reality to the fact that, worldwide, *each day* 30,000 children die before reaching five years old. This grim truth is felt nowhere more keenly than in developing countries. In parts of Africa, for example, anemia casts an awful shadow on the lives of the young. This debilitating condition is the most common disorder in hospital patients and six in ten youngsters under three are anemic. Severely anemic children die: mortality can be 30 percent. As compelling as statistics are, they tend to both reduce a very human tragedy to mere numbers and also serve as a screen behind which we can stand, shielded from the reality and indifferent to the appeals for help.

*But we can help, dramatically.*

In countries where famine, civil disorder, and poverty stalk the lives of so many, malaria is the scourge accounting for anemia. While dramatic advances are being made in reducing the risk of malaria, the treatment of the disease's most life threatening complication, anemia, at best lags far behind, at worst is not available at all. If anemic children are to be rescued from death by an otherwise treatable disease, they need safe, available and prompt blood transfusions. Those youngsters, and their desperate parents, know that transfusion is a dream...

In the developed world, transfusions for children present a different challenge. While the prevailing rate is lower for diseases whose successful treatment depends on a community blood supply, some diseases need an intensity of support that can severely, and frequently, test the adequacy of a hospital's inventory. Take leukemia for example...

This grim disease is the commonest childhood cancer. Although encouraging progress has been made in treatment with powerful drugs and marrow transplant, neither of these remedies could even be contemplated without a blood bank replete with blood and the sophisticated derivatives that are prepared from volunteer blood donations.

A youngster with leukemia can need the unselfish support of as many as 100 donors. Physicians know that communities are exceptional when they can promise the consistent dedication of enough blood donors to ensure the success of childhood cancer treatment programs.

*Rotarians are models for just that consistency and dedication. Worldwide, Rotarians have made transfusion possible, they have given hope and strength to the vulnerable, they make dreams real – right in their own communities.*

*Rotarians roll up their sleeves and supply more than 1% of the world's blood supply. Rotary Clubs in over 60% of our districts work with their local blood banks to help assure supply. Quietly, we've helped save millions of lives – and the need continues.*

What can you do? Donate blood at your community blood center. Take a friend. Donate on a regular schedule. Volunteer to help. Engage your club members. Your hour can save a child's life.

*To help at home, call your community blood center.  
Tell them Rotary sent you.*

Lauren Ward nearly lost her life when her daughter Clare was born. Four weeks prior to her due date, Lauren had to undergo an emergency cesarean section to save Clare's life.



The emergency surgery triggered near-fatal medical complications that landed her in the intensive care unit for five weeks. During her still-undiagnosed illness, she required roughly 200 units of blood, platelets, and plasma.

In gratitude toward all the people who, directly or indirectly, helped keep her alive, Lauren is now one of the most passionate and committed blood donation advocates in the United States.

***“If it wasn't for blood donors,  
I wouldn't be here!”***

***-Lauren***

