

# 2023-2024 BLOOD DRIVE TOOLKIT



America's Blood Centers (ABC) is proud to partner with HOSA Future Health Professionals on a multi-year national partnership that recognizes HOSA chapters' outstanding contributions in strengthening our nation's blood supply and builds the next generation of lifelong blood donors.



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America's Blood Centers (ABC) is the national trade association for community blood centers in the U.S. and Canada. These community blood centers serve more than 150 million people, collect approximately 60% of the U.S. blood supply and operate more than 600 donation sites across the United States and Canada.

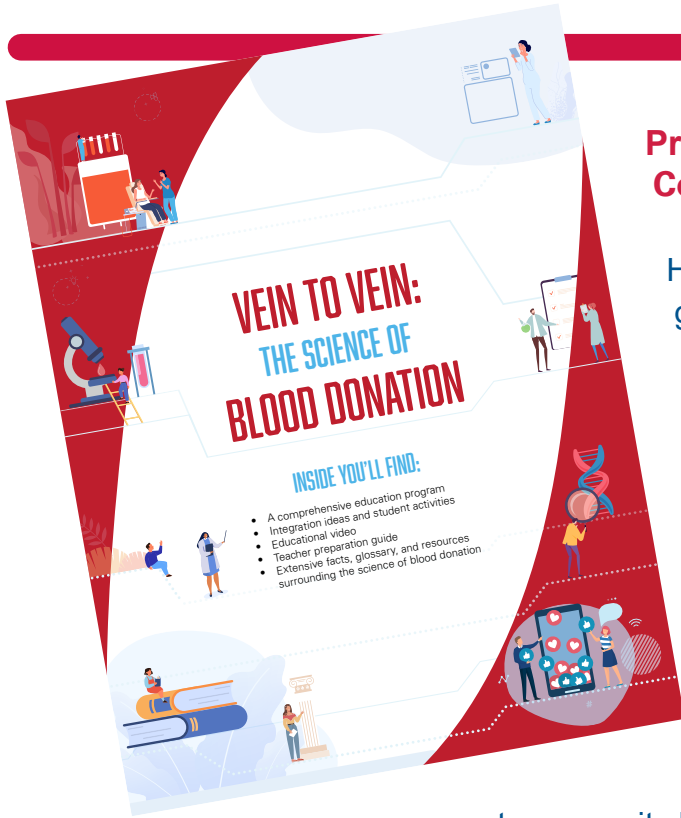
The ABC/HOSA partnership includes:

### **Recognition of Excellence in Blood Donation**

As part of this partnership, ABC will recognize the HOSA state associations that have reported the highest number of blood donations collected at HOSA-chapter blood drives the preceding year. HOSA chapters that exceed expectations in holding drives (1) during times of critical need and (2) that raise awareness about the urgent need for a strong blood supply will also be recognized. The recognition event will occur annually at the HOSA International Leadership Conference. ABC's member blood centers nationwide have the opportunity to also recognize HOSA chapters at state association meetings.

HOSA chapter leaders will report information on each blood drive through ABC's website at [americasblood.org/HOSA](http://americasblood.org/HOSA) after data is provided by their local blood center. A form certifying the data must be uploaded as part of this process.





## Promoting Careers at Community Blood Centers

HOSA chapters have access to the groundbreaking education program, *Vein to Vein: The Science of Blood Donation*. This educator-crafted resource includes lessons that develop student leadership skills and information about pursuing rewarding careers in the blood community that can help save lives and sets the foundation for understanding the importance of being a life-long blood donor.

America's Blood Centers' career center, featuring links to job postings at community blood centers across the country, has been integrated into HOSA's career information and job bank webpage to provide an additional resource for students interested in pursuing a career in this important field.

Together, we will build the next generation healthcare workforce that will save lives.



Interested in holding a blood drive? Find your local ABC member blood center.

Interested in connecting with your local HOSA leaders? Find your HOSA chartered state association.



# GETTING STARTED

## HOSTING A BLOOD DRIVE

### Find a Blood Center

Start by finding your local ABC member blood center and speak with a donor recruiter to coordinate the details of your blood drive.

The earlier you work together to finalize the details, the greater the odds of securing the desired date and time for your blood drive.



### Promote your blood drive.

The more donors that attend, the more lives you'll save!

Included in this toolkit is a sample press release, email, and social media graphics – or you can use the content provided by your local blood center. Just be sure to spread the word.

The number one reason people don't donate is because they have never been asked. Be sure to reach out to friends, family members, students, teachers, businesses, community organizations, and ask them to help you save lives through blood donation.



Be sure to tag:

ABC

 @AmericasBlood

 @americasbloodcenters

HOSA

  @hosafhp

and use the hashtag

#HOSASavesLives.



# GETTING STARTED

## HOSTING A BLOOD DRIVE

### It's time to save lives!

Your local blood center will work with you on the day of your blood drive and provide everything needed to host a successful event, from the staff to the snacks.

Be sure to tag ABC and HOSA in any social media posts so we can highlight your leadership!



### Track your data.

Following your blood drive, the blood center will provide you with the resulting data from your blood drive.

Work with your chapter leader to ensure the data—including the verification form included with this toolkit—is entered into ABC's HOSA data portal at [AmericasBlood.org/HOSA](https://AmericasBlood.org/HOSA) so your drive counts toward the recognition program.

### Plan your next blood drive!



The more drives you host, the more lives you'll save—and the greater the odds of your HOSA chapter or state association being recognized at the next International Leadership Conference.

This year's recognition program runs from June 1, 2023 through May 15, 2024, so get creative: host drives at your school and in your community during the school year and during times of critical need (December, January, and the summer months when schools aren't in session).

Find local partners at libraries, community centers, churches, and more. Your local blood center can also work with you to find possible locations for your next drive.



# BLOOD DONATION

## FAQs



### Who can donate blood?

To donate blood, you need to be in good health, at least 16 or 17 years old (depending on your state) and weigh at least 110 pounds. Your community blood center will provide you with additional information regarding all eligibility requirements. Please contact your local blood center—do not assume you cannot donate!

### What should I know before I go?

Before going to your local community blood center, be sure to:

- Get a good night's sleep
- Eat a well-balanced meal
- Drink plenty of water, as hydration is very important
- Bring a government issued state I.D. (driver's license, passport, DMV I.D. card, etc.) or your school photo I.D.
- Be at least 16 or 17-years old depending on your state. Parental permission may also be required.
- Be in general good health



# BLOOD DONATION

## FAQs

### What can I expect at the blood center?

The following steps will take place upon your arrival at the blood center or drive:

Registration—Staff will check you in and provide an overview of eligibility requirements and information on the blood donation process.

Donor Health History Questionnaire—Complete the confidential questionnaire that will be provided, answering each question honestly and to the best of your ability.

Mini-physical Examination—Staff will take your blood pressure, pulse, temperature, and determine your iron levels.

### What can I expect during donation?

Actual whole blood donation takes about 10 minutes.

Apheresis collection can last 60–90 minutes.

*Make sure to relax during this process.*

### What should I expect after donation?

- Follow staff instructions and proceed to the refreshment area for water and snacks.
- Drink plenty of water to ensure proper hydration.
- Make sure the next meal you eat is healthy and well balanced.
- Do not smoke.
- Follow the blood center's additional instructions on how to take care of yourself after your donation.
- Once you're finished, don't forget to schedule your next blood donation and enjoy the satisfaction of helping to save a life!



# WHY IS DONATING BLOOD SO IMPORTANT?

- The blood supply is unique within our healthcare system: blood cannot be synthetically made and **relies on voluntary donations**.
- ✗ Every **two seconds** in America, someone needs blood.
- More than **five million people** need blood transfusions each year throughout the United States.
- ✚ More than **12,000 units** of platelets and plasma will be transfused in America today alone.
- ✗ **1 in 7** people entering a hospital will need blood.
- Transfusions are needed **every day** for patients experiencing trauma and needing ongoing disease management, including cancer, inherited blood disorders, cardiovascular and orthopedic surgeries, and organ and bone marrow transplants.
- ✚ Our nation's blood supply remains under immense strain with **critically low levels** available in many areas of the country.
- The **COVID pandemic** has led to the loss of many traditional school and work-based drives, the backbones of blood donation, with many yet to return.
- ✗ The **rarest blood type** is the one not on the shelf when it's needed.





# WHY IS DONATING

## BLOOD SO IMPORTANT?

- **Just three percent** of all eligible Americans donate blood right now—despite 65 percent of the U.S. population being eligible. This donor pool is older and less diverse than is needed to create a steady supply in the long-term.
- ✗ **Less than 20 percent** of all blood donations each year come from individuals in communities of color.
- ✗ Donations from individuals 19 years old and younger have **dropped nearly 50 percent** over the last two years.
- *That's why ABC's partnership with HOSA is happening at such a critical time.*
- HOSA students have a **unique opportunity** to help build a stronger blood supply—one that includes more first-time and younger donors and is as diverse as the country that depends on it.
- +
- HOSA students and the donors they recruit will **help save lives** in their community. A single blood donation can save multiple lives.
- +
- Blood centers operate 24-hours a day, 7-day a week, 365-days a year to deliver blood wherever and whenever it is needed.
- ABC member blood centers are ready to work with HOSA students to help save lives and **build that next generation of lifelong blood donors.**



# SAMPLE STUDENT EMAIL

## PROMOTING A BLOOD DRIVE

**Subject line:** Help save lives through blood donation

**Email body:**

Help save lives through blood donation

Group code: [CODE]

I'm a member of HOSA Future Health Professionals, and we have teamed up with America's Blood Centers and their local member centers to save lives through blood donation. I'm asking friends, students, and community members to join together and save lives in our community!

I'm asking you to join in this effort. A single donation can save multiple lives, so I can't wait to see what we can achieve working together. A strong turnout will also help my HOSA chapter and state association as we compete with others for national recognition as part of this partnership.

I have scheduled a blood drive with [blood center name] on [date] at [location]. Donating blood takes a matter of minutes, but its lifesaving impact is immeasurable. I hope you'll join me at this blood drive.

Remember to give the screener our group code at the time of your donation.

Visit [blood center FAQ page] to learn more about eligibility and what you can expect during your visit.

Thank you for helping me save lives in our community!



Insert  
Blood Center Logo



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DATE

CONTACT: CONTACT INFO

**[Blood center name] Announces Blood Drive with Local HOSA Chapter to Help Save Lives in our Community**

*Part of a national partnership between HOSA and America's Blood Centers*

City, State – [Blood Center Name] announced today that it will be holding a blood drive on [date and time] at [location]. The drive is part of the national partnership between America's Blood Centers (ABC), the national organization of community-based, independent blood centers that supply 60 percent of the nation's blood supply, and HOSA Future Health Professionals, a 260,000 member-led organization in 5,000 schools and colleges across 48 states. Eligible individuals are encouraged to donate to help the local [Location] HOSA chapter as they attempt to achieve national recognition as part of this competitive partnership program.

Quotes

Additional blood center information

ABC released a [first of its kind guide](#) that highlighted how one donation can help two or more patients in need. Each donation can be separated into more than one blood product including but not limited to red blood cells, plasma, and platelets.

ABC and HOSA's multi-year national partnership will encourage blood donation and careers at community blood centers. As part of the agreement, ABC will recognize HOSA chapters and state associations for outstanding achievements in the collection of blood at HOSA's upcoming International Leadership Conference in Houston, Texas.

Founded in 1962, America's Blood Centers is the national organization bringing together community-based, independent blood centers. Its member organizations operate more than 600 blood collection sites providing close to 60 percent of the U.S., and a quarter of the Canadian, blood supply. These blood centers serve more than 150 million people and provide blood products and services to more than 3,500 hospitals and healthcare facilities across North America. All ABC U.S. members are licensed and regulated by the U.S. Food and Drug Administration. For more information, visit [www.AmericasBlood.org](http://www.AmericasBlood.org).

HOSA-Future Health Professionals provides a unique program of leadership development, motivation, and recognition exclusively for secondary, postsecondary, middle school, adult, and collegiate students enrolled in health science education and biomedical science programs or have interests in pursuing careers in health professions. Since its inception in 1976, HOSA has grown steadily, reaching over 2.5 million members through 54 chartered HOSA Associations across the country and around the world. For more information, visit [www.HOSA.org](http://www.HOSA.org).

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# SOCIAL MEDIA

## GRAPHICS

Reaching an online audience can help grow your blood drive, and we would like to help share your pictures on social media.

1. Use the hashtag #HOSASavesLives so we can watch your impact.
2. Connect with us!

America's Blood Centers



@AmericasBlood



@AmericasBloodCenters



@Americas Blood Centers

HOSA

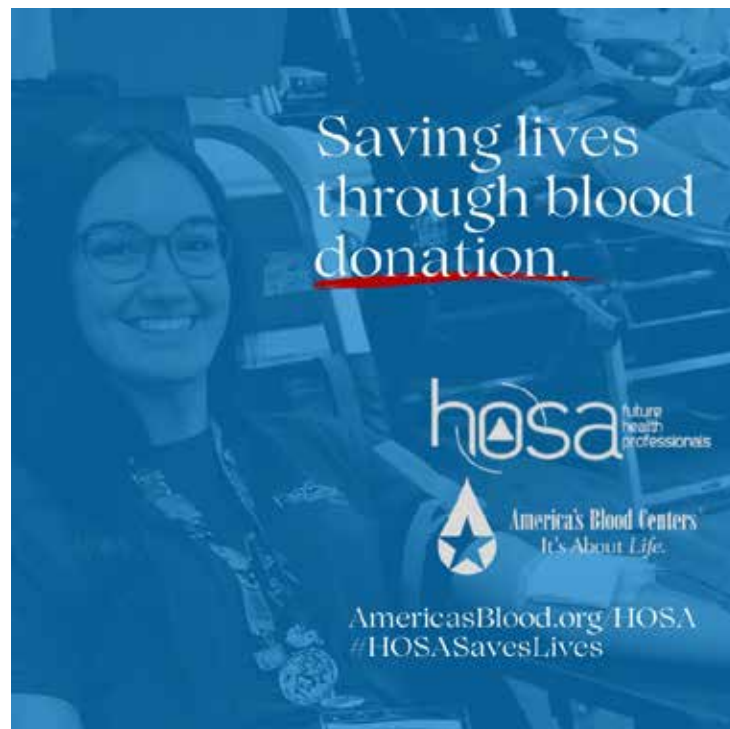


@HOSAFHP



@HOSA FHP

LinkedIn:



# SOCIAL MEDIA

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## GRAPHICS

Twitter:



Facebook:

