

You have the power to save a life!



MGH Blood Donor Center Coordinator Packet

*Everything you will need to run a successful blood drive
with Massachusetts General Hospital!*

Massachusetts General Hospital Blood Donor Center

Massachusetts General Hospital, a non-profit teaching hospital of Harvard Medical School, is the largest user of blood products in the region.

Every day, hundreds of patients require blood to help fight cancer, to replace what is lost in a trauma, or to treat a chronic disease.

While there have been numerous medical and technical advances in the Blood Donor Center's more than 80 years of existence, the one constant has been the need for blood donors. Nothing has replaced the need for generous individuals to roll up their sleeve and donate blood for patients in need.

Today, the MGH Blood donor Center provides the approximately 50,000 blood components necessary annually to transfuse patients at MGH, Massachusetts Eye and Ear Infirmary, Mass General Hospital for Children, Shriners Hospital for Children, and Spaulding Rehabilitation Hospital.



The Bloodmobile

MGH's Bloodmobile is a self-contained and self-supporting donor center. Sponsoring organizations do not need to provide any additional space, tables, chairs, or volunteer assistance the day of the drive. Refreshments for the donors are provided on the bloodmobile and include a variety of snacks such as cookies, granola bars, water and juice.

The bus is 40 feet long and uses approximately four parking spaces. We can park in any location that is easily accessible for your donors. We do need to be on a flat surface with no overhead limitations. If your location does not have a parking lot, we are able to secure city permits for any metered/commercial spots if necessary. Our staff will need access to running water and indoor restrooms. Please ensure these are within a close proximity to the parking spot for the bus.



The bloodmobile comes staffed with a Registered Nurse/Lead Technician, phlebotomists, and a driver. The Charge Nurse/Lead Technician will be your point person throughout the day of the blood drive if questions or issues arise.

In general, 10% of any population is both willing AND eligible to donate. Therefore, MGH Partners with companies/organizations of 300 or more employees/members. We can run drives on a single or multiple days. Many of our Blood Drive Sponsors run multiple times with us a year.

Spreading the Word!

The MGH Blood Donor center will provide your organization with marketing materials to help spread the word to your employees/members.

Here are some tips to help make your drive a success!

Ask People Personally

- *The number one reason people state that they do not give blood is because they were never asked.*
- *To help save lives, make sure that you personally approach everyone in your vicinity to sign up to donate.*
- *Provide the opportunity to answer questions and allay fears of potential donors.*

Display Posters and Fliers

- *Display posters in public areas. Make sure to hit places that are well traveled - near elevators, coffee makers, and entrances/exits.*

Use Email and Social Media

- *Email is a great way to get the word out about your upcoming blood drive! Make sure the scheduling link is embedded in your email for ease of scheduling!*
- *Advertise the blood drive on your company/organization's social media pages.*

Memo from Senior Management

- *Have a member of senior management write a memo to all employees explaining the need for blood and urging employee participation.*
- *It is important to reiterate to employees that it is OK for them to take time to donate. Also, reminding employees that it only takes 30-45 minutes to save a life!*



Massachusetts General Hospital

Founding Member, Mass General Brigham

Blood Donor Center

Put an Article in Your Company Newsletter or E-mail blast

- *An article or tweet about the blood drive is a great way to circulate info*
- *Announce the date, time, and place. Sometimes giving a motivating reason increases the donation rate. Is there someone in your organization who has needed blood, or would be willing to share their story?*

Reach Out to All Segments of Your Organization

- *Make sure the information makes it to all of your audience.*
- *Let other neighboring companies know about the drive.*
- *Suggest family members of employees come in to donate.*

Host a Sign up Table in the Cafeteria or Lobby

- *Place a table near the entrance of the cafeteria. Display information about the blood drive, along with the scheduling QR code visible. Interested employees can easily scan the code, and sign up right there from their phones!*
- *If you would like someone from our staff to come out and man a table with you, let us know!*



Frequently Asked Questions

Hosting a Bloodmobile Questions:

Do you need inside space to host a MGH Blood Drive?

No, not at all. Our bloodmobile is completely self-sustainable and needs just 40 feet of space to park outside your facility.

What are the responsibilities of the blood drive coordinator?

We ask the coordinator to publicize the upcoming event, spread the work and generate excitement. This may mean sending out an email blast, posting flyers, getting support of upper management, or personally asking others to sign up for the blood drive. The day of the blood drive, we ask the coordinator to meet the bloodmobile to direct them to their parking spot and to remind donors of their appointment times.

Our company does not have a parking lot because we are in downtown Boston. Can MGH get parking permits for the bloodmobile?

Yes, we can! MGH will be responsible for acquiring parking permits for on street parking in downtown Boston and Cambridge, MA. We are allowed to request permits for any metered or commercial spaces.

What marketing materials will the MGH Blood Donor Center provide to help coordinate the drive?

MGH can create posters, fliers, and other materials for you to distribute via email or by displaying in public areas. A weblink and QR code are given to you to make online scheduling easy and convenient. We can also send draft emails, eligibility guidelines, frequently asked questions and other information as needed. Videos about "what to expect" and testimonials from donors and patients are also available to you.

One of my co-workers just asked me if their medication would defer them from donating. Who can I contact to ask about these kinds of questions?

The MGH Blood Donor Center is always available to answer your questions about blood donation and eligibility. Please distribute our contact information and encourage employees to contact us with their questions at mghblooddonor@partners.org or call 617-724-9699.

How do I schedule appointments?

Appointments are all scheduled online on the Blood Donor Center's donor portal. QR codes and embedded links make this easy. Please do not utilize any other scheduling methods as this can lead to overbooking time slots and increase donation times.

If donors schedule online, how will I know how the schedule is looking?

As the blood drive coordinator, you will be sent instruction on how to sign up for our coordinator portal. Here, you will have access to the schedule, and other pertinent information about your blood drive.

What if someone can not commit to an appointment time, can they walk-in on the day of the drive?

While appointments are strongly encouraged, we do take walk-ins as our schedule allows. If we are not able to take the person at that exact time, staff on the bloodmobile will be happy to let them know what times we could take them.

General Blood Donation Questions:

How much blood is taken?

A little less than one pint.

How much blood is in my body?

The average adult has between 9 and 12 pints of blood depending on their weight.

How long before my body replenishes my blood?

The blood volume is replaced within 24 hours. The red cells take between 4- 6 weeks for complete replacement. That is why the FDA requires an 8-week wait between donations. Your body will not be affected adversely by the loss of the pint.

How will I feel after the donation?

You'll feel fine! Regular activities can be resumed right away. After donation you are invited to have some juice and snacks to help replace the volume and to give you a bit of time to relax. You will feel great knowing that you have just given 4 people another chance at life.

Why should I give blood? Aren't there plenty of other people who do that?

No. Plenty of people do not give blood. There is a need every day. Less than 3% of the eligible population donates blood. However, over 80% of us will need blood in our lifetime. More and more people are needed every day just to keep up with the increasing need. Many times, throughout the year, we reach critically low levels of blood.



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Who uses my blood?

It could go to a newborn just fighting to stay alive, a young child battling leukemia, a teen in a car accident, a young woman with anemia, middle aged man with a bleeding ulcer, or an elderly woman having a heart operation. You just never know who it may be. But what you do know, is that your blood will go to help someone in need!

What happens to my blood after I donate?

Your donation will be typed and then tested for multiple infectious diseases. Once the testing is complete, it will be broken down into its component parts (red cells, platelets, plasma). Each component will be given to a patient in need. You can help save 3 different people with your one donation!!!

Will it hurt?

Worrying about how it will feel is the real problem. You will only feel a slight pinch at first and then nothing. People are surprised when it is over. They can't believe how simple and painless it is. Think of how many people you are helping. Isn't it worth just a slight pinch?

How long will it take?

If you schedule an appointment, the entire process will take about 30 - 40 minutes. The actual donation is about 5 - 7 minutes. In less than 1 hour, you can save up to 3 lives, isn't that amazing!?

What is the most needed type of blood?

The most needed is the type that is not available when a patient needs it! Type O is the most common and therefore, the most widely used and needed. Type O can be safely transfused to all other types and is frequently used in emergencies.



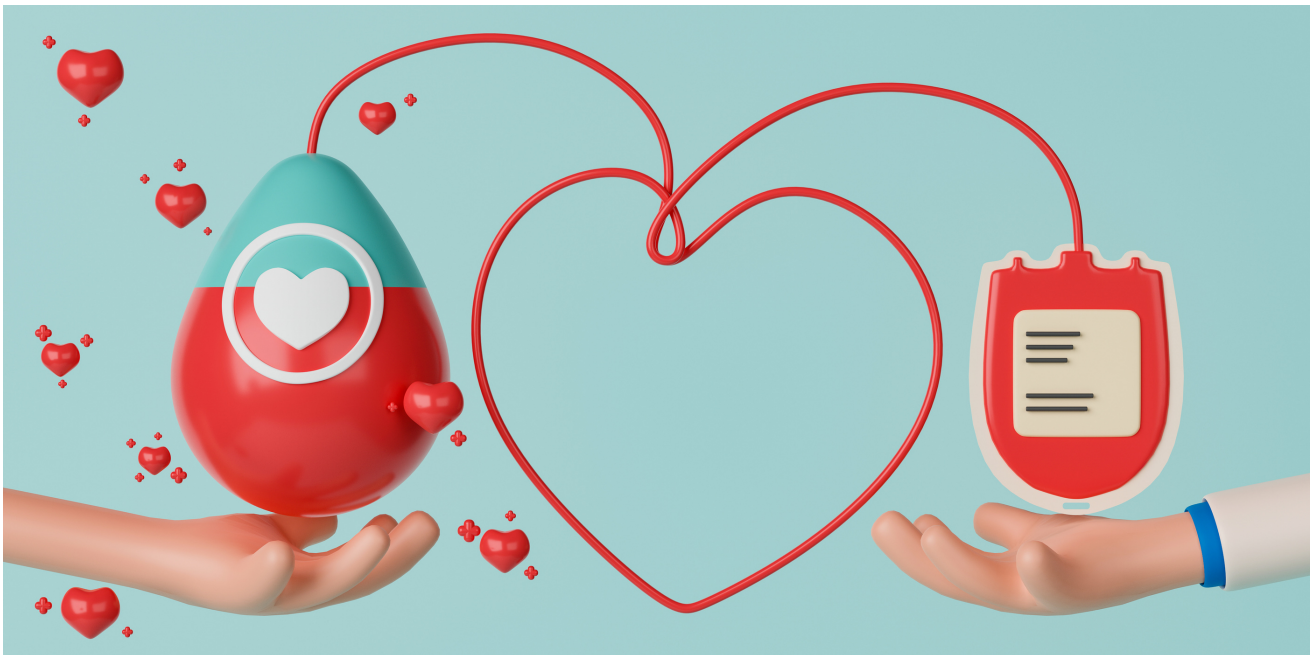
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Facts About Blood Donation

- No achievement of modern medicine has affected our lives as dramatically as blood transfusion
- One out of every ten hospitalized patients use blood.
- Treatment of cancer, organ transplantation, and surgeries depend on the availability of blood.
- Giving blood is safe, simple, and satisfying - one blood donation can save up to three lives!



- Blood products have a limited life so regular blood donations are important to ensure the availability of this life-saving resource.
- Less than 3% of the population donates blood.
- Approximately 80% of the population will need blood or blood products in their lifetime.
- Blood must come from healthy donors; there is NO OTHER SOURCE