



MASSACHUSETTS
GENERAL HOSPITAL

BLOOD DONOR CENTER

Make Sharing Life a Part of Yours.



MGH Blood Donor Center Coordinator Packet

*Tips & tricks on how to host a successful blood
drive with the MGH Blood Donor Center!*

For more information please contact, Kim Cronin at kcronin@partners.org or call (617)726-8177.



MASSACHUSETTS
GENERAL HOSPITAL

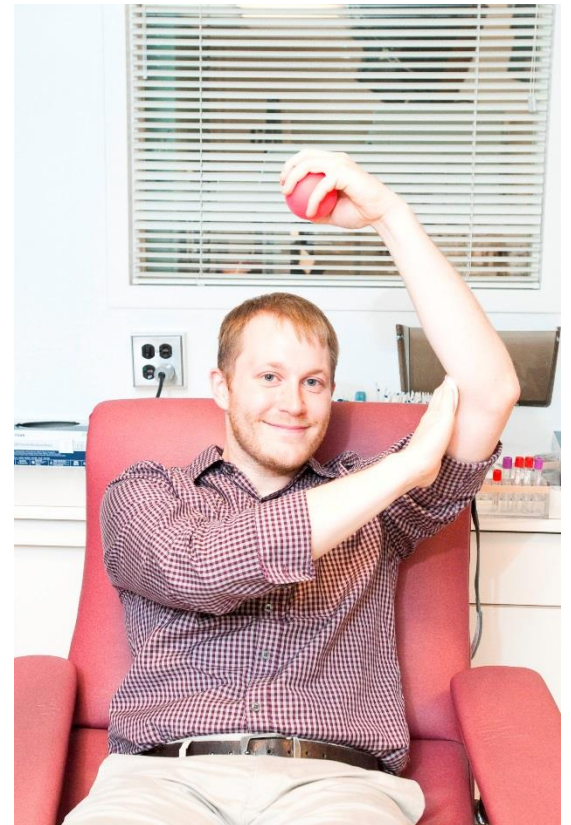
BLOOD DONOR CENTER

Massachusetts General Hospital

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.

Through more than 60 years of medical and technical advance the MGH Blood Donor Center, 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 provide the approximately 50,000 blood components necessary annually to transfuse patients at MGH, Massachusetts Eye and Ear Infirmary, Massachusetts General Hospital for Children, Shriners Hospitals for Children, and Spaulding Rehabilitation Hospital. The MGH Blood Donor Center works to prevent the triaging of patients by partnering with local companies and organizations to develop blood donor programs.





MASSACHUSETTS
GENERAL HOSPITAL

BLOOD DONOR CENTER

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 provide personnel assistance the day of the drive.

The bus is 40 feet long and uses approximately four parking space. MGH takes pride in maintaining an average donation time between 30 and 40 minutes.

The bus comes staffed with a Registered Nurse, Phlebotomists or LPNs, and a driver.

MGH can accommodate groups of different sizes for groups with 35 to 70 donors we offer a full day drive. For larger groups or multiple days, MGH can offer two fully staffed bloodmobiles.

Refreshments for the donors are provided on the bloodmobile and include a variety of snacks such as: cookies, granola bars, bottled water, and juice!





Facts about Blood Donation

- No achievement of modern medicine has affected our lives as dramatically as blood transfusion.
- One out of every ten hospital patients use blood.
- Treatment of cancer, organ transplant and surgery depend on the availability of blood.
- Giving blood is safe, simple, and satisfying – one blood donation can help 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 4% of the eligible population donates blood.
- Over 80% of the population will need blood or blood products in their lifetime.
- Blood must come from healthy donors; there is no other source.



Blood Usage Examples:

- A 63 year old women used over 250 pints of blood during her heart transplant.
- A 10 year old girl used approximately 300 pints of blood during her two year battle with leukemia.

Blood is needed EVERYDAY and YOU are its only source.



Spreading the Word!

The MGH Blood Donor Center will provide your company with marketing materials to help spread the word to your employees.

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

1. 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.
- This will also offer you the opportunity to answer questions and allay fears of potential donors.



2. Put Up Posters & Flyers

- MGH will provide you with posters. Make sure to hang posters throughout the entire building to ensure that your coworkers have access to your message. MGH will also send electronic flyers specific to your drive upon request for you to distribute to employees.
- Put up posters in areas where people congregate – near coffee machines, bathrooms, or the cafeteria.

3. E-Mail & Social Media

- E-mail is a great way to get the word out about your upcoming blood drive! If your company has any Social Media pages (such as Facebook, Instagram, LinkedIn, etc.) it is also a great tool to promote the blood drive to current employees.
- Direct people to how to sign up, we can set up an online sign up page or if you are having an employee take appointment requests. Also, providing information to the MGH Blood Donor Center website, if they have any questions about the process of donating blood or their eligibility.
- MGH recommends circulating information about your drive up to two weeks in advance. Put out short fact based messages each day to let people know the need and use of blood and convey how important their donations are and how easy it is to donate!



4. Memo from Senior Management

- Have a member of senior manager 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, that it does only take 30 to 45 minutes to donate!

5. Put an Article in your Company Newsletter or E-Mail Blast

- A newsletter or companywide E-mail update is a great way to circulate information about blood drive.

- 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?

6. Distribute Flyers to Employees

- If employees do not have access to email, a flyer is a great way to draw their attention to a blood drive.
- Feel free to copy any of the materials that MGH provides or make something of your own.

7. Sign up Table at the Cafeteria or Lobby

- Place a table near the entrance of the cafeteria. Have the schedule, brochures, and eligibility guidelines available at the table. If you would like someone from our staff to come out and a man a table, let MGH know!





MASSACHUSETTS
GENERAL HOSPITAL

BLOOD DONOR CENTER

Frequent Asked Questions

Bloodmobiles:

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 responsibilities does the coordinator need to perform?

We ask that the coordinator help us recruit and sign up blood donors in advance of the drive. After the coordinator confirms the date, time, and a parking space for the bloodmobile, we ask that the coordinator focus on signing up blood donors. This may mean sending out an email blast, posting flyers, or writing an article for an internal newsletter to personally request that people participate in the blood drive. The day of the drive we ask that the coordinator bring the sign-up sheet to the bus (or email kcronin@partners.org the day before) and we are ready to collect!

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.

Could someone from MGH come out to our organization to speak about the need for lifesaving blood donations or set up a sign-up table?

Yes! If you need help signing up or recruiting blood donors, please let our marketing department know. We will work with you to tailor a plan that works for your organization and we can come out to your organization to speak with donors and help encourage sign-ups.

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

MGH will send a comprehensive marketing packet to the coordinator which includes: a sign-up sheet, posters, flyers, steps of the donation process, tips for a successful donation, eligibility guidelines, and information about our special promotions and events. Upon request, MGH can also send the materials electronically.

One of my employees just asked me if their medication would defer them from donating. Who can I contact to ask about blood donation eligibility?

The MGH Blood Donor Center is always available to answer your organizations questions about blood donation and eligibility. Please distribute our contact information and encourage employees to call us with their questions at (617)726-8177.

General Blood Donation Questions:

How much blood is taken during a blood donation?

A little less than one pint of blood is taken for each whole blood donation.

How much blood is in my body?

The average adult has between 9 and 12 pints of blood, depending on the person's weight.

How long will it take my body to replenish my lost blood?

The blood volume is typically replaced within 24 hours. Red blood cells take between four to six weeks for complete replacement, which is why the FDA requires an eight-week wait between blood donations. Your body will not be affected adversely by the loss of the pint of blood.

How will I feel after donating blood?

You'll feel fine! Regular activities can generally be resumed right away. After your 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.

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

There is a need for new blood every day. Less than 4 percent of the eligible population donates. More than 80 percent of the population, however, will need blood in their lifetime.

Who uses my blood?

Your donated blood could go to a newborn just fighting to stay alive, a young child battling leukemia, a teen in a car accident, a young man with anemia, a middle-aged woman with a bleeding ulcer, or an elderly patient having cardiac surgery. You never know how might get your blood, but know that your blood will always be used by a MGH patient in need.

What happens to my blood after I donate?

Your donation will be typed and tested for 10 infectious diseases. Once the blood passes all the tests, it will be broken down into its components (red blood cells, plasma, and platelets).

Does it hurt to donate blood?

The main obstacle to donating blood is worrying about how it will feel. You will only feel a slight pinch at first and then nothing.

How long does donating blood take?

If you schedule an appointment, the entire process will take about 30 -40 minutes (for whole blood donations). The actual donation takes about five to seven minutes.

What is the most needed type of blood?

All types of blood are needed at MGH! Type O is the most common blood type and is the most widely used and needed. Type O can be safely transfused to all other types and is frequently used in emergencies. Its best however, to use a patient's specific blood type for transfusions.

Why should I donate?

The answer is simple – you could save someone's life! Blood can only be given from one person to another – no other source is currently available. Volunteer blood donors are needed daily to give blood for the thousands of patients who need it.