


*Jim and Sharon Kinderman  
with their son, Josh, cancer  
survivor and recipient of  
over 125 blood products*

# Coordinator Handbook



Introduction to Hoxworth | Planning Overview | Day of the Blood Drive  
After the Blood Drive | Recommended Timeline | Success Tips and Ideas

**Our Donors  
Save Lives.**

**Hoxworth**  
BLOOD CENTER  
UNIVERSITY OF CINCINNATI 



## Recipient Story

### Nikkia King Surviving Sickle Cell

My name is Nikkia King and I am a graduate of the University of Cincinnati. Living with sickle cell disease has greatly impacted my life. During my childhood, I remember frequently missing school due to hospitalizations caused by my illness. My mother and her two sisters, my aunts, also had sickle cell disease. This normalized my experience of dealing with the challenges I encountered. As I continued through the school years, I missed many more days and had a hard time staying caught up on my homework.

Fortunately, during high school, blood transfusions were introduced to me as a preventative for pain episodes. From that point forward, I received blood transfusions every six weeks. Receiving transfusions has saved my life and dramatically changed it for the better. Due to the generosity of many thoughtful blood donors, I am able to live a more healthy and abundant life.

## Know Your Resources

To assist you in recruiting for your blood drive, your Hoxworth consultant can provide a wide variety of marketing materials. Let your consultant know if you would like to use any of the following items:

*BUDDY THE BLOOD  
DROP MASCOT*

*ON-SITE RECRUITMENT  
ASSISTANCE*

*ON-SITE VOLUNTEER  
TRAINING*

*CUSTOM MEDIA  
RELEASES*

*CUSTOM MARKETING  
MATERIALS*

*DONOR ELIGIBILITY  
HOTLINE:  
513-558-1304*

*RECIPIENT STORIES*

*WHERE DOES  
MY BLOOD GO?  
BROCHURE*

*AUTOMATED  
DONATION BROCHURE*

*EDUCATIONAL  
VIDEOS*

*K - 12 LESSON PLANS*

## Welcome to the Hoxworth team!

On behalf of the thousands of patients at our area hospitals that use blood each year, thank you for becoming a Blood Drive Coordinator. Now that you have accepted the challenge, you may wonder what to do next. Keeping this in mind, we ask you to follow the checklists and timeline that we've presented in this handbook to help you through this process.

We have clearly communicated our expectations in the following guidelines striving to make your job as the Blood Drive Coordinator a pleasant and productive experience. By planning ahead, your blood drive can be successful. We appreciate the time and energy you have committed to this program.

Sincerely,  
Hoxworth Donor Recruitment & Community Relations Department

## About Hoxworth

Hoxworth Blood Center's community blood program offers an excellent opportunity for your organization to contribute to your community and make a difference in the lives of patients in local hospitals. In order to meet the needs of patients in our community, over 350 volunteer blood donors and 40 platelet donors are needed each day to provide a safe and adequate blood supply. Approximately 37 percent of the adult population in this country is eligible to donate blood, but only 5 percent do.

## What are the benefits of donating blood?

There are several benefits of being a blood donor. Each donor is given a mini-physical examination, including a check of the donor's blood pressure, pulse, and temperature. Hoxworth also performs a non-fasting, total serum cholesterol level screening test. In addition, each unit of blood donated can save up to three lives!

## What is it like to donate?

The donation process is simple, efficient and lasts about 45 – 60 minutes. An automated red cell donation can last approximately 90 minutes. The following represents a typical donation process.

- **Registration** – After presenting a photo ID, the donor reads information and completes a questionnaire.
- **Medical Screening** – A Hoxworth staff member reviews the questionnaire with the donor and conducts a mini-physical, checking heart rate, temperature, blood pressure and iron levels.
- **Donation** – The Hoxworth staff draws the blood, which takes about 5 – 15 minutes (30 – 45 minutes for an Automated Red Cell Donation).
- **Canteen** – Donors have refreshments to replenish lost fluids from the donation.

## What happens to blood after the donation?

After your donation, the blood goes to a laboratory for typing and testing. Each and every blood donation is subjected to a series of tests. After the blood passes all tests, it is labeled and stored, and is ready for distribution to one of our 32 area hospitals to help save patients' lives.

Approximately 40,000 units of blood are used each day in the United States

## Step 1: Confirm the availability of the location (9 weeks)

The first step is to confirm the availability of the location for the blood drive, the date(s), and hours. You will need to choose an adequate size location which is well lit, that has clean restrooms and a telephone located as close to the blood drive as possible. Restrooms must be available for the comfort of donors and our staff. Please check with your Hoxworth consultant to discuss the minimum space requirements for inside drives.

## Step 2: Meet with your Hoxworth consultant (4 – 6 weeks)

You will need to meet with your Hoxworth consultant to get started on promoting your blood drive. During this time, your Hoxworth consultant will make sure everything is in order for you to host a successful drive. Your promotional materials will be prepared and delivered. If you are having a community blood drive and local media attention is desired, your recruiter can discuss available options for getting coverage.

## Step 3: Begin publicity campaign (3 – 4 weeks)

Use posters, emails, flyers, tabletop cards, postcards – whatever will most effectively incite enthusiasm in your organization – be creative!

## Step 4: Recruit blood donors (3 weeks)

Personally contacting potential donors in your organization and asking them to donate is the best way to ensure a successful response. The reason most often given by people who do not donate blood is, "No one ever asked me!"

## Step 5: Schedule donors (2 – 3 weeks)

Scheduling in advance of your blood drive ensures a steady flow of donors and reduces the chance of lengthy lines, donor inconvenience, and lost production time. Donors should be encouraged to keep their scheduled appointments.

Your Hoxworth consultant will be in regular contact with you for several weeks prior to your blood drive. For several reasons, it is important to know the number of donors giving blood at your organization's blood drive. If fewer than the estimated number of donors participate, Hoxworth may be without the freshly drawn units of blood needed for blood component production. If more donors than are expected attend the drive, there may be insufficient staff, space, or supplies to draw and process the blood.

The schedule will include a break for our staff. We use this time to prepare the blood for shipment to our laboratories and for our staff's meal break. Speak to your Hoxworth consultant about different lunch options for your blood drive.

The Hoxworth crew will arrive at:

The following items are requested in the amounts indicated for inside mobile operations. Please talk to your Hoxworth consultant if you are unable to fulfill this request.

---

**TABLES**

---

**CHAIRS**

---

**TRASHCAN**

---

**OUTLETS**

---

**TEMPERATURE**

**Important tips to share with donors:**

- Eat a full meal and drink a lot of non – caffeinated fluids on the day of the blood drive.
- Bring a form of positive identification.
- Donors need to weigh at least 110 lbs. to donate blood.
- Donors must be at least 17 years of age (16 with parental consent).

### **Encourage and remind all donors to keep appointments**

#### **Remind donors to eat, drink, and bring photo I.D.**

Remind donors that eating a good meal and drinking plenty of fluids within four hours of their appointment will help with the donation process and ensure a successful donation. It is also important to remind them to bring a form of positive identification such as a driver's license or work badge.

#### **Hoxworth provides refreshments for donors**

The blood center provides V-8, orange and apple juice, soda, cookies, and crackers for all blood drives. The refreshment area should be near the drawing area so the donors are never out of sight of a Hoxworth staff member. A volunteer or one of your committee members in the refreshment area can also monitor donors in the event that someone experiences a post-donation reaction.

#### **INSIDE OPERATIONS:**

- Please make sure the room is cleared and clean before our crew arrives.
- The room should be 68 degrees to provide maximum comfort for donors and staff. This will result in fewer donor reactions during and after the donation.
- Meet the Hoxworth staff upon their arrival. Introduce yourself to the Team Leader, who is the supervisor who will manage the collection operation. At this time, please provide the Hoxworth staff with your completed schedule. Direct all medical questions to the Team Leader, who will work with you throughout the blood drive. Please inform the Team Leader of any changes throughout the day.
- Direct staff where to park vehicles. The equipment truck is 9' x 24' x 12' in size. The donor services staff will have passenger mini vans.

#### **HOXWORTH MOBILE UNITS:**

- Meet the Hoxworth staff upon their arrival and show them where to park the mobile unit.
- Introduce yourself to the Team Leader, who is the supervisor who will manage the collection operation. At this time please provide the Hoxworth staff with your completed schedule. Direct all medical questions to the Team Leader who will work with you throughout the blood drive. Please inform the Team Leader of any changes throughout the day.
- Inform Staff of restroom and break locations inside your facility.
- Space arrangements should be level and made to accommodate the blood mobile your group will be using. Sufficient space is also required so that the blood mobile door does not open into traffic.
- Standard bus size: is 9' x 40' x 12'.
- Truck size is 8'6" x 40' x 14'2'.

*One in 20 Americans will require a blood transfusion at some point in their lives*

### **Step 1: Thank your recruitment committee**

After the blood drive, you should thank your recruitment committee and all others who helped you make it a success. Handwritten notes are always appreciated.

### **Step 2: Provide blood drive results**

Share with donors how many units were collected so they can celebrate the success of the drive. Send an article to local media or share results in your organization's newsletter. Make sure to share the results with the head of your organization, management, school board, or CEO.

### **Step 3: Make notes about ideas for your next blood drive**

### **Step 4: Review your post blood drive information**

Your Hoxworth consultant will send you a list of all individuals who presented at the blood drive to donate, as well as a brief survey for you to complete and return. Your feedback is important to us. Please return the survey as soon as possible.

#### **BLOOD DRIVE BEST PRACTICES**

- Leadership support and participation is vital.
- Create a blood drive committee that could involve active blood donors from multiple areas or use existing health committees.
- Communicate the importance of blood donation and how patients depend on an adequate blood supply. This is most impactful if it comes from the CEO or your organization's leader.
- Support face-to-face recruitment in open areas.
- Support placement of recruitment materials on bulletin boards, web-sites, and email.
- Consider using incentives (raffles, small gifts, etc.) or competitions to increase participation.
- Publicly acknowledge your blood drive participants.
- Encourage organization participants to donate at a Hoxworth Neighborhood Donor Center in-between your blood drives.



**Recipient Story**

**Harry VonBusch**  
*Living through Leukemia*

I've been a blood donor for most of my adult life. My first donation was at Fort Knox when I was in basic. I'm not sure I would have ever started being a donor if it hadn't been for my drill sergeant "encouraging" me.

Most of the time, my donations went smoothly. So in December of 2007, I didn't expect any problems for my regular double red donation, but I failed the hematocrit test. That was the first time I ever failed that and I had a little temperature as well.

I was soon told that what I thought was an iron deficiency was actually leukemia, and on February 4, I started a 6 week stay in Jewish Hospital.

So patients who have had my disease owe donors a lot. I can tell you, when I was lying there in that hospital needing blood, and I looked up and saw that red bag that said "Hoxworth" on it, I thanked God and all those donors who saved my life. I hope you will donate and encourage others to do so.

Planning Details	Responsibility	Date Due	Complete
<b>Getting Started: 8 – 9 Weeks Prior to the Blood Drive</b>			
<b>Select blood drive coordinator(s) and committee (if applicable)</b> <i>Employee activity committees, human resources departments, health and safety committees, and medical departments are some examples of groups that could plan your blood drive.</i>			
<b>Confirm your blood drive</b> <i>Please think about the following considerations when confirming a drive:</i> <ul style="list-style-type: none"> <li>• Avoid scheduling on days with too many major activities or events</li> <li>• Determine if you will be having an inside blood drive or if you will be using a Hoxworth mobile unit</li> <li>• There is always a great need for blood around the holidays</li> <li>• Time of year</li> <li>• Availability of room</li> <li>• Availability of parking for a Hoxworth mobile unit</li> </ul>			
<b>Meeting for Success: 4 – 6 Weeks Prior to the Blood Drive</b>			
<b>Hold a blood drive committee meeting</b> <i>Who should attend?</i> <i>Hoxworth consultant, blood drive coordinator, all committee members</i> <i>What should be discussed?</i> <i>At this meeting, you should review your drive goals, assign tasks, distribute planning materials, perform site inspection with Hoxworth consultant, and inform nurse about blood drive.</i>			
Put up posters and tent cards			
Send recruitment emails and letters			
Start signing up donors			
<b>Recruit for Your Drive: 7 – 10 Days Prior to the Blood Drive</b>			
Complete sign-ups and update master schedule			
Fill out individual appointment cards			
Notify your Hoxworth consultant of the number of donors scheduled			
Submit request for the specified number of tables, chairs and trash cans needed			
Confirm volunteers working at the drive			
<b>Final Countdown: 1 Day Prior to the Blood Drive</b>			
Distribute completed appointment cards to donors/send reminder email			
Final check to confirm room and equipment arrangements			
Make announcement to remind donors to bring photo ID and to eat full meals			
<b>Day of the Blood Drive</b>			
Meet Hoxworth staff and direct them to the location of the drive			
Remind blood donors to bring photo ID and to eat full meals all day			
Have volunteers present throughout the day			
Thank all donors - they have just given the gift of life!			
Help with clean-up at the end of the day			
<b>After the Blood Drive</b>			
Hang up "Thank You" posters			
Post the results of your drive			
Complete and return Hoxworth survey			
Reserve a date for your next blood drive			

Each year, approximately 8 million volunteer donors give about 14 million blood donations

### Avoid having children at blood drives

For safety reasons, we cannot allow children to be on the blood mobile or in/around the drawing site at inside mobiles. It may be easier to recruit donors if childcare is provided by your organization during the blood drive. These volunteers would be responsible for signing in children and caring for them during the adults' donations.

### Share a story

Having a frequent donor, patient, or blood recipient from your organization share their personal story about the importance of blood donations is a great way to make the blood drive have a more personal connection. It is also the best way to educate/recruit donors.

### Consider scheduling automated donations

Trying to increase your organization's collection results? Incorporate automated red cell and/or platelet collections into your blood drive program. Call your Hoxworth consultant for more information and details or visit [www.hoxworth.org](http://www.hoxworth.org).

### Remind your donors

Don't forget to distribute the Hoxworth appointment cards before your drive or make follow-up reminder phone calls. This will secure the donors' appointments.

### Just ask

One-on-one recruiting is the BEST way to recruit donors! Asking a potential donor face to face to schedule an appointment to donate blood is the surest way to secure their blood donation.

### Get answers to travel, medical and body piercing questions

For more information regarding other states' policies for tattoos and body piercings or more information regarding travel, heart disease and cancer, call Hoxworth's Donor Services department at (513) 558-1304 or toll-free at (800) 265-1515, ext. 81304.

### Form a recruitment committee

Don't do it alone! By using a recruitment committee, you can spread the workload around, have more people to recruit donors face-to-face, and cover a lot of ground in a smaller amount of time. If you need assistance, ask your Hoxworth consultant about determining which members of your organization would be appropriate to include on the committee.

### Make your drive a memorable event

Blood drives can be fun. Sure, there is a serious side and you expect the medical process of collecting blood to run professionally, but you can make it a festive occasion as well. Developing a central theme can make the experience enjoyable as well as rewarding. Hundreds of themes have been used successfully at blood drives. Here are a few examples: *Movie Theme* (Be a Star. Give Blood.), *Give a Gift from the Heart* (Valentines' Day), *Light a Life, Save A Life* (Winter Holiday), *Don't Be a Chicken. Give Blood.* (Year Round), *I Vant Your Blood* (Halloween).



Recipient Story

Jamie Baker  
Overcoming Cancer

My name is Jamie Baker and I am a native of Ft. Thomas, Kentucky. I never imagined that a few visits to the doctor for fatigue and a sore neck would result in a cancer diagnosis. Upon receiving a call from my family doctor at 9:00 in the morning, my family took me to the Emergency Room where we learned that I had Acute Myelogenous Leukemia.

I recall sitting on my E.R. bed sobbing and crying with my mom and dad holding me. I didn't even know that leukemia was really a cancer, so it was all a big surprise. I thought I was just run down with school and doing too much.

Upon learning my diagnosis, I was immediately hospitalized for treatment and spent nearly four months in and out of St. Luke East hospital receiving chemotherapy and multiple transfusions of blood and platelets. If I could meet one of those donors whose blood I received, I would just want to say, "Thank you for saving my life."



## Josh Kinderman

### *Beating the Odds*

When I was two years old, I was diagnosed with stage IV neuroblastoma. As part of my treatment, I underwent several surgeries and a bone marrow transplant. I was astounded when I recently learned that I received blood products from over 125 donors!

It is crucial for everyone to donate if they can. As a result of my treatment, I cannot donate myself, but I can always bug my friends to do so when there is a blood drive at my school. You can literally save a life by donating a little bit of your blood and a little bit of your time. You have plenty, why not share it? I think getting pulled out of class and enjoying free food is definitely worth the prick you feel when the needle goes in. More than that, you can walk away with a big smile on your face knowing that you gave someone the gift of life!

## ***Thank You***

As a Hoxworth blood drive coordinator, you will provide a priceless gift to patients in our community by encouraging others to share life by giving blood. The generous contribution of your time and energy to our mission is greatly appreciated. Thank you for saving lives!

**Hoxworth**  
**BLOOD CENTER**  
UNIVERSITY OF CINCINNATI 