

WE'RE ALL
IN THIS
Together



**American
Red Cross**

Blood Drive
St. Stephens Episcopal Church
Parish Hall
2750 Cardinal Dr.
Sierra Vista, AZ 85635

Thursday, April 8th, 2021
10:00 a.m. to 4:00 p.m.

To schedule your appointment or for more information,
please call 1-800-RED CROSS (1-800-733-2767)
or visit redcrossblood.org and use Sponsor Code: Church



Schedule a blood donation appointment today:

Download the Blood Donor App | RedCrossBlood.org | 1-800-RED CROSS | 1-800-733-2767

*Offers and items are non-transferable and are not redeemable for cash. Items are available while supplies last. ©2020 The American National Red Cross | 287501 W

March 2021

Blood Drive Sponsor Bulletin



American Red Cross

The American Red Cross urges people to share their good health by giving blood or platelets during March, Red Cross Month. The messages below can be relayed to donors while scheduling appointments.

KEY MESSAGES

- March is Red Cross Month. You can be part of the humanitarian mission of the American Red Cross by donating blood, platelets or plasma.
- For patients in the emergency room, fighting cancer or facing a life-threatening illness, help can't wait. Healthy donors are needed now to help ensure that patients have lifesaving blood products available for emergency and everyday medical treatments.
- **[FOR DRIVES MARCH 15-26]** Your donation is essential. In thanks, you'll get an exclusive Red Cross T-shirt when you come to give March 15-26, while supplies last.
- The Red Cross is testing blood donations for COVID-19 antibodies. As part of this effort, plasma from standard blood donations that test positive for COVID-19 antibodies may now help current coronavirus patients in need of convalescent plasma transfusions.
- Medical conditions and emergencies don't stop for a pandemic. You can help by encouraging others to sign up to donate blood.
- **[FOR DRIVES WITH POWER RED COLLECTIONS]** Eligible donors with types O, B negative or A negative blood are encouraged to make a Power Red donation at this blood drive.
 - Power Red donors give a concentrated dose of red blood cells during a single donation, allowing them to maximize their impact. During this type of donation, red blood cells are separated from other blood components, and the plasma and platelets are safely and comfortably returned to the donor.
 - Type O negative is the universal blood type and what emergency personnel reach for in trauma situations when there isn't time to determine a patient's blood type.
 - Type O positive is the most transfused blood type and can be transfused to Rh-positive patients of any blood type.
 - Types A negative and B negative can be transfused to Rh-positive or negative patients.
- Save time with RapidPass[®]. Complete your pre-donation reading and health history at RedCrossBlood.org/RapidPass or with the Blood Donor App before your appointment.
- Eligibility questions? Call 1-800-RED CROSS (1-800-733-2767) or visit RedCrossBlood.org.

YOU CAN HELP!

- Encourage friends and family who have never donated blood to give at your drive and help sustain the blood supply. Visit our redesigned and easier to use Blood Drive Management Portal at rcblood.org/portal to find and download the tools you need for blood drive success.
- Post the messages below to social media, such as Facebook, Twitter, LinkedIn and Nextdoor, and ask your committee members and donors to share:
 - *Help can't wait! You can help ensure that patients have lifesaving blood products available for emergency & everyday medical care. Schedule your appointment at our Red Cross blood drive <date> from <time> to <time> at <location>. rcblood.org/appt*
 - *The need for blood doesn't stop, even during a pandemic. Your donation is essential. Schedule your appointment for our blood drive <date> from <time-time> at <location>: rcblood.org/appt. All who come to give March 15-26 will receive a Red Cross T-shirt (ltd qty).*
- Send appointment reminders to scheduled donors. If donors cannot keep their appointments, encourage them to download the Red Cross Blood Donor App, visit RedCrossBlood.org or call 1-800-RED CROSS to find another donation opportunity.

CORONAVIRUS DISEASE 2019 (COVID-19) UPDATE

The work of the American Red Cross never stops, thank you for continuing to stand with us during this coronavirus crisis. Your upcoming blood drive is very important to ensure we can meet all blood needs. Our commitment to operate blood drives in the safest way possible for our donors, volunteers and staff remains a top priority.

SAFETY FIRST

At each blood drive, Red Cross staff already follow the highest standards of safety and infection control. In addition to our standard procedures, we have implemented additional precautions that you'll notice at your local blood drive:

- Checking temperatures of staff and donors before entering a drive to make sure they are healthy.
- Providing hand sanitizer for use before the drive, as well as throughout the donation process.
- Following social distancing between donors including entry, donation and refreshment areas.
- Ensuring face masks or coverings are worn by both staff and donors.
- Routinely disinfecting surfaces, equipment and donor-touched areas.

ADDITIONAL INFORMATION

- **COVID-19 Vaccine and Blood Donor Eligibility Information:** There's new FDA blood donation eligibility guidance for those who receive a COVID-19 vaccination. If your donors receive a COVID-19 vaccine, knowing the name of the manufacturer is critical in determining blood donation eligibility. **In most cases, there's no deferral time.** For additional information, please go to [RedCrossBlood.org/covid19](https://www.redcrossblood.org/covid19).
 - Please note: The Red Cross is not a healthcare provider and is not administering COVID-19 vaccinations. We encourage individuals interested in getting a COVID-19 vaccine to contact their healthcare provider.
- **COVID-19 Antibody Testing:** The Red Cross is testing all blood product donations for COVID-19 antibodies.
 - Your donor's upcoming donation may help current coronavirus patients battling the virus - if a donation tests positive, the plasma from their blood donation may be processed into a convalescent plasma product.
 - Donors can get their results of the antibody test by logging in to their Blood Donor account on the [Blood Donor App](#) or [online](#) within one to two weeks after their donation.
 - The Red Cross is not testing donors to diagnose illness, referred to as a diagnostic test, and a positive antibody test results do not confirm infection or immunity; it indicates potential prior exposure to the virus.
 - For additional information, please go to [RedCrossBlood.org/antibodytesting](https://www.redcrossblood.org/antibodytesting) to learn more.
- **Convalescent Plasma:** Red Cross has joined the FDA's efforts to collect and distribute convalescent plasma to treat patients who are seriously ill or have life-threatening COVID-19 infections. Should you be asked by a donor how to participate, please ask them to visit [RedCrossblood.org/plasma4covid](https://www.redcrossblood.org/plasma4covid) to learn more.
- **Refreshment (food/drinks) Items at Blood Drives** must be single-serve, individually wrapped packages.
- **Blood Donor Eligibility Changes:** On June 8, the Red Cross implemented donor eligibility changes announced by the FDA. If your donors have questions about their eligibility status, please refer them to our Red Cross Donor and Client Support Center at 1-866-236-3276. Donors can also view the [blood donor eligibility page](#)

Eligibility Criteria	New Deferral	Prior Deferral
Men having sex with men (MSM)	3 mos	12 mos
Tattoos/piercings nonregulated states	3 mos	12 mos
Malaria-endemic area travel	3 mos	12 mos
Europe travel Creutzfeld-Jakob	Varies	Indefinite

HOW YOU CAN HELP

- Schedule appointments for all your donors to help manage donor flow and allow for social distancing.
- Inform your donors that guests will not be able to attend drive (e.g. kids or teens, unless teen is donating blood).
- Communicate to your donors that they will be asked to wear face masks or coverings at your upcoming blood drive in alignment with CDC guidelines. We encourage donors to bring their own mask or covering that covers both their nose and mouth. If a donor does not have a mask, the Red Cross will provide one. If a donor does not want to wear a mask, we ask they postpone their donation for a later date.
- Please instruct your volunteers to connect with the charge person on the day of your blood drive, at their arrival, for any COVID-19 protocol updates and to receive any needed on-site training.
- For areas that may have restricted travel guidance, please access, print and use the [Essential Service Letter](#).
- For additional information go to [redcrossblood.org](https://www.redcrossblood.org) to learn more about coronavirus and blood donation.

Thank you for your steadfast support of our lifesaving mission.