



Donation Sponsor Talking Points



Brother Grand Knights and Blood Drive Coordinators – NH Knights of Columbus Councils

In follow-up to the State Deputy letter dated 24 January 2016, I am asking for your help in making the State goal of doubling the amount of blood Knights of Columbus collect in the State in 2 years.

The need for blood is constant. In fact, every two seconds, someone in America needs blood. The American Red Cross provides about 40 percent of the U.S. blood supply through more than 500 blood drives across the country each day. The Red Cross could not provide lifesaving blood without the help of organizations and affiliated parishes like ourselves that host blood drives throughout the year. Nearly 80 percent of blood processed by the Red Cross is donated during blood drives hosted by business, religious and civic organizations. Hosting a blood drive with the Red Cross is easy and it is a great way to give back to your community and engage your parishioners to work together to support a lifesaving cause.

What am I asking you for?

I am asking each Council to appoint, if they do not have one already have one, a Red Cross Blood Drive coordinator. He will be responsible to the Council for the coordination with the Red Cross Area Manager (contact provide below) as well as the respective parish staff and parish organizations that support the drive. He will also be the point of contact for the State Council Coordinator (Emile Anderson) for collection of metrics, new process implementations and registration on the Red Cross web scheduling system. I am providing dedicated training at the Red Cross Donor Center in Manchester for your coordinator and volunteers. Finally, I am asking that each Council leverage the use of State Media Chairman's (Brian Donovan) promotional materials on web, social media, and local Public Cable Access TV.

For new Blood drive startups - what are the responsibilities of a blood drive coordinator?

- Offer (schedule) a suitable location (e.g., parish hall). I recommend you schedule 6-12 months in advance and schedule at least 2 drives yearly. If new start, support a onetime Red Cross site visit.
- Publicize the blood drive via Public Cable access TV, web and Social Media, Parish and Red Cross email lists, bulletins, pulpit talks, cross parish promotion and setup of Red Cross provided signage.
- Work with you community in coordination of blood drives across the different organizations as well as cultivate corporate (business) sponsors. Our Supreme approved dual branding authorization supports this.
- Organize a (volunteer) committee to conduct the drive within your parish/community. This would include venue setup and access, staffing the registration desk including schedule and walk-in management and refreshment area support.
- Support Red Cross Rapid Pass implementation at site on the day of the drive as well as future scheduling of donor appoints at site on the day of the drive.
- The Red Cross handles all other logistics and support for the blood drive including Power Red collections.

How often should we host a blood drive?

Some churches/organizations offer blood drives as many as six to 12 times a year. Red Cross blood drive experts will work with you to help determine the most appropriate schedule for your organization. **I am asking you to support at least 2 drives per year for 40 appointments/slots per drive.** For new starts, I have asked Red Cross to provide trained/experienced volunteers to participate with the Knight lead drives.

What are the benefits to hosting a blood drive?

Your parish would be helping supply patients in their local communities as well as nationwide with a strong, robust blood supply. Blood drive hosts gain goodwill and build morale and



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camaraderie as parishioners work together for a lifesaving cause. For separately conducted parish Youth organization drives, youth are eligible for Red Cross scholarships.

Vivat Jesus, Emile Anderson

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