



IFCA Foundation



Everyday Heroes
– **Firefighter Blood Donor Challenge.**

BLOOD DRIVE MANUAL

Program Details

- **PROGRAM CYCLE STARTS JULY 1st AND ENDS JUNE 30th EVERY YEAR.**
- **30 UNITS OF BLOOD** MINIMUM EACH DRIVE TO QUALIFY
 - 60 total during the program cycle.
- **ADDITIONAL POINTS** AWARDED FOR ADDITIONAL UNITS TOWARD SCHOLARSHIP FUNDING.
- **MUST BE NEW DRIVES** SET UP BY YOUR DEPARTMENT/FIRE PROTECTION DISTRICT (not piggybacking to another drive already scheduled).
- A **“LIFESOURCE CODE”** IS ASSIGNED TO EACH DEPARTMENT/FIRE PROTECTION DISTRICT.
- THE **“LIFESOURCE CODE”** CAN BE USED YEAR LONG BY DONORS WHO GO TO LIFESOURCE/ITXM DONOR CENTER.
 - How? The Donor provides code at center and their units donated at the center with the code count toward your 30 required units between blood drives.

THIS IS A GREAT WAY TO ASSIST IN FUNDING FOR IFCA SCHOLARSHIPS THAT IS TOTALLY DONATED BY LIFESOURCE

- **FOR MORE INFORMATION CONTACT:**
 - Commander Josh Rickabaugh - (rickabaugh@northchicago.org)
 - Jeff Swanson (ifcafrshared@gmail.com)



HOW DO I GET MY DEPARTMENT INVOLVED?

- ✓ **ASSIGN SOMEONE TO BE YOUR BLOOD DRIVE COORDINATOR.**
 - ✓ **FIND OUT CONTACT INFORMATION FOR YOUR LIFESOURCE ACCOUNT MANAGER** (they will handle all aspects of the drive with your Blood Drive Coordinator).
 - ✓ **PICK A DATE FOR YOUR DRIVE(S).** LifeSource to confirm: date, hours, location and goal for number of units. *MAKE SURE THERE ARE NO OTHER BLOOD DRIVES PLANNED IN YOUR COMMUNITY AROUND THE SAME TIME.*
 - ✓ **PROMOTIONAL MATERIALS PROVIDED BY LIFESOURCE**
(see sample attached).

 - ✓ **IT IS THE HOSTING DEPARTMENT/DISTRICT'S JOB TO DO THE ADVERTISING.** *THIS PROMOTES INTERACTION IN THE COMMUNITY.*
- Posters and half sheets will be available at your MABAS Division or through your County Chief's Association.
 - You should obtain these a minimum (4) weeks prior to drive.
 - Department or District to request quantities of 8x10, 11x17 and half sheets from LifeSource. Minimum 20 of each poster recommended with 200 half sheets (Spanish text available also).
 - **See examples attached for WAYS TO ADVERTISE.**

APPOINTMENTS OR WALK-INS THE DAY OF THE DRIVE. Donor appointments can be made online.

BANNERS DELIVERED TO THE STATION BY LIFESOURCE NO LESS THAN SEVEN DAYS BEFORE THE DRIVE.

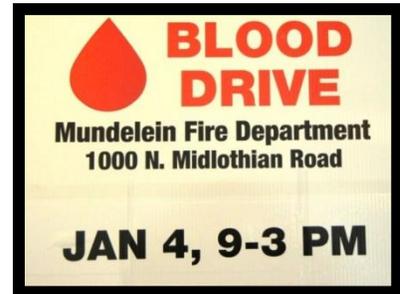
PICK UP YOUR SIGNAGE PACKAGE FROM YOUR MABAS DIVISION OR COUNTY CHIEF'S ASSOCIATION (2) WEEKS BEFORE YOUR EVENT.



TO DO BEFORE THE BLOOD DRIVE EVENT

- *“Blood Drive Here”* (with date of drive). **Display on your busy intersections and in front of your station (1) week prior.**

One (1) WEEK BEFORE THE DRIVE, YOUR IFCA REPRESENTATIVE WILL CONTACT YOU TO HELP WITH FINAL QUESTIONS DAY OF DRIVE



POST SIGNS *“BLOOD DRIVE HERE TODAY.”*

THE APPROXIMATE LENGTH OF A DRIVE IS **6 HOURS.**

(with the set-up and take down you can plan on an 8-9 hour period of time for the entire drive process)

YOUR DEPARTMENT/DISTRICT PROVIDES THE FOLLOWING:

- The location. Approximately 30’x40’ space. Depends on size of the drive. The apparatus bay is not a good location in the summer due to the heat.
- Tables and chairs. Exact number dependent on size of the drive.
Baseline quantities: six 8’-0” long tables. 25 chairs.
- Workers/volunteers the day of the drive as needed (they will not be taking blood).
- If possible, activities for children who may accompany donor parents (each donation takes approximately 1 hour). Example: coloring book table.

The LifeSource account manager or alternate LifeSource member will be at the drive. They will be available to assist department/district as needed and address all issues in a timely manner.



THE LIFESOURCE STAFF ARRIVES TO SET UP **Two (2) HOURS BEFORE** THE START OF THE DRIVE.

The LifeSource account manager will work with the staff/volunteers to confirm the LifeSource Truck is parked in front of station with banners applied correctly prior to the drive starting.

LifeSource brings typical snacks for donors.

GIVE OUT YOUR “LIFESOURCE CODES” TO ANY DONOR DEFERRALS. (THE IFCA SUPPLIES DEFERRAL CARDS FOR YOU TO WRITE YOUR CODE ON TO GIVE TO DONORS WHO ARE DEFERRED)



THE LIFESOURCE ACCOUNT MANAGER WILL CONFIRM TOTAL UNITS COLLECTED, TOTAL DONOR ATTENDANCE AND DEFERRALS WITHIN A FEW DAYS AFTER THE DRIVE (email preferred).

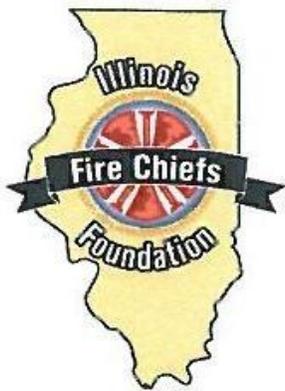
THE LIFESOURCE ACCOUNT MANAGER WILL ADDRESS ANY BLOOD DRIVE ISSUES AND FOLLOW UP WITHIN 48 HOURS IN WRITING TO THE DEPARTMENT/DISTRICT.

YOUR IFCA REPRESENTATIVE WILL CONTACT YOU WITH A SURVEY VIA EMAIL. PLEASE PROVIDE ANY COMMENTS TO HELP US GROW AND IMPROVE THE PROCESS FOR OTHER DEPARTMENT/ DISTRICTS.

IF YOU DID NOT GET YOUR NUMBERS THE DAY OF THE DRIVE, YOU STILL HAVE TIME TO REGISTER MORE UNITS BY USING THE “LIFESOURCE CODE” ASSIGNED TO YOUR DRIVE.

PLAN THE DATE FOR YOUR SECOND BLOOD DRIVE, IF YOU HAVEN'T ALREADY.

DO AN IN-HOUSE EVALUATION WITH DEPARTMENT/DISTRICT.
MAKE ADJUSTMENTS FROM FIRST BLOOD DRIVE AS NEEDED.



THANK YOU FOR YOUR SUPPORT OF THE SCHOLARSHIP PROGRAM!

Blood Drive Tips!

1. FOCUS ON THE COMMUNITY AND DISTRIBUTE FLYERS THROUGHOUT SHOPS, BUSINESSES, SCHOOLS AND CHURCHES,
 - a) Many of these organizations are too small to host their own blood drives and are happy to help. Include logo of the participating groups on marketing campaigns.
2. SIGNAGE: PLACE BLOOD DRIVE INFORMATION ON MARQUEES THROUGHOUT THE COMMUNITY.
3. INVITE VILLAGE EMPLOYEES TO DONATE UNITS. Often Villages will allow employees to donate on company time.
4. EACH OUT TO ORGANIZATIONS YOU DO BUSINESS WITH AND INVITE THEM TO PARTICIPATE.
5. ASK LOCAL PIZZERIAS TO STAPLE/TAPE HALF SHEET FLYERS ON PIZZA BOXES.
6. ASK OTHER TAKE-OUT RESTAURANTS TO INCLUDE FLYERS IN THEIR CARRY-OUT/DELIVERY ORDERS.
7. ADD BLOOD DRIVE INFORMATION TO COMMUNITY WATER BILL.
8. INVITE AREA FIRE DEPARTMENTS/DISTRICTS THAT DON'T ALREADY HOST BLOOD DRIVES AND JOIN EFFORTS.
9. ASK VILLAGE ADMINISTRATOR TO SEND OUT A COMMUNITY EMAIL.
10. ASK COUNTY BOARD MEMBERS AND OTHER ELECTED OFFICIALS WHO HAVE E-NEWSLETTERS TO ADVERTISE YOUR DRIVE.
11. ASK LOCAL CHURCHES TO ADVERTISE YOUR DRIVE ON SIGN MARQUEES AND IN THEIR SUNDAY BULLETINS.
12. RECRUIT DONORS AT COMMUNITY EVENTS (PANCAKE BREAKFAST, OPEN HOUSE, AND FESTIVAL).



OTHER IDEAS:

- EACH YEAR, THE MCHENRY FPD, IN CONJUNCTION WITH *FLIGHT FOR LIFE*, HAVE A RAFFLE. EACH DONOR GETS AN ENTRY PER UNIT OF BLOOD DONATED.
- If you decide to raffle off smoke detectors and CO detectors, that falls under Life Safety Initiative 14.
- YOU CAN PERSONALIZE YOUR DRIVE IN HONOR OF SOMEONE SHOULD THE NEED ARISE WITH THE **FIREFIGHTER CHALLENGE**.
- In 2009, the Palatine FD held their drive in honor of one of their FF/PM'S nephews who had cancer at the age of 4. In 2011, the McHenry FPD with the *FLIGHT FOR LIFE*, held their drive in honor of one of their FF/PM'S daughter who has Ewing Sarcoma
- THERE IS THE **HOLIDAY HEROES** FROM LAST (2) WEEKS OF NOVEMBER TO THE END OF JANUARY. Charity donations are matched to each unit donated.
- THEMES OR COMPETITIONS WITH OTHER DEPARTMENTS/ DISTRICTS INCREASE NUMBERS. Example: "Cross-town Classic" or MABAS Division vs. MABAS Division.

Share your Ideas with the Fundraising Committee

so everyone can improve their drives!!!!

Q/A:

- *I don't have a large community; I don't think I can get 30 units at a drive. How can I participate?*
 - Reach out to a neighboring department/district and partner with them for each drive. Try partnering with other small organizations in your community.
- *Where does LifeSource/ITXM distribute the blood collected in a drive?*
 - It stays in the greater Chicago land area.
- *How much does it cost LifeSource to buy and import a single unit of blood?*
 - It costs them (as of 8/1/2011) \$400.00 per unit.
- *How much do hospitals, on average, charge for each unit of blood?*
 - \$1000.00 or more/unit of blood. The negotiated price by the insurance companies is not known at this time.
- *Is LifeSource a not for profit?*
 - Yes.
- *Do they have contracts to provide blood to the hospitals?*
 - Yes. It costs on average \$175.00/unit of blood from the time it is donated to the time it is delivered to the hospital or facility.
- *How are the costs divided?*
 - LifeSource advises us they “charge” the hospital \$185.00/unit. The \$10.00 is really not profit, it costs \$400.00/unit to import blood.
- *What does ITXM do with LifeSource?*
 - It is the second “arm” of the company. That section does research, testing for other blood centers of the donations to meet FDA testing guidelines.
- *How many units does LifeSource/ITXM needs to collect per day to maintain the blood drive supply?*
 - 1000 to 1200 units of blood a day.