



A National 811 Awareness Campaign

April through August

Give Blood, Save A Life

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Overview

2012—North Carolina 811 (NC811) set-up its first blood drive at its operations facility in celebration of national 8/11 Day. The organization's objective was to do something meaningful that would capture attention for their 811 awareness campaign. Each day NC811 helps save lives through 811 awareness, so saving lives through donating blood was a natural fit. NC811 partnered with its local American Red Cross chapter, developed an 811 campaign to complement the blood drive effort and promoted the blood drive within its community. The ultimate goal was to make this a national campaign.

2013—NC811 presented its successful 811 blood drive campaign to the One Calls of America subcommittee Mark-It! Madness. NC811 then partnered with adjoining states South Carolina 811 and Virginia 811 to develop a fun competition among the states for most blood donated. The total donations included the individual blood drives as well as stakeholder donations. The final results were impressive with 547 pints of blood collected among the three states.

811 Blood Drive 2013	
North Carolina 811	188
Virginia 811	187
South Carolina 811	172
	547

Objectives

In 2014, 2015 and beyond, the blood drive continues to encourage participation. The objectives are:

- Increase participation in the national 811 awareness campaign
- Increase blood donations

Participating state one-call centers can present the campaign to their stakeholders to increase 811 awareness, and can accept individual donations.

Open Period

The annual 811 Blood Drive collects donations anytime from April 1 through August 31. Heightened dates for the 811 Awareness Campaign are:

- National Safe Digging Month in April
- Aug. 11 (or closest business day)
- The month of August

Participating State One-Call Centers

State	Contact Person	Telephone No.	Email Address	Year Est.
North Carolina	Ann Rushing	336-944-5518	annrushing@nc811.org	2012
South Carolina	Charleigh Elebash	334-546-9755	celebash@sc1pups.org	2013
Virginia	Steve Light	540-985-9355 ext 2051	slight@va811.com	2013
Pennsylvania	Debra Schwartzmiller	412-464-7112	daschwartzmiller@pa1call.org	2014
Georgia	Meghan Wade	770-476-6048	mwade@Georgia8111.com	2014
Central/Northern California & Nevada	Ryan White	800.640.5137 x2238	rwhite@usan.org	2015

Stakeholder Participation

Many damage prevention stakeholders have already implemented blood drives within their organizations. Your organization can contribute to the national counts by providing your participating one-call center with the amount of pints your organization collected. It's that simple.

The competition is open from April 1 through August 31 of each year. Your blood drive campaign qualifies when it is held within the designated months, and you use the 811 Blood Drive awareness campaign material with your promotions.

Individual Participation

Anyone can donate blood from April through August of each year. To register your contribution with a participating one call center, access its website by using their online registration.

States Accepting Online Records in 2015	Website
North Carolina	www.nc811.org
South Carolina	www.sc1pups.org
Virginia	www.va811.org
Pennsylvania	www.pa811.org
Georgia	www.georgia811.com
Central/Northern California & Nevada	www.usanorth811.org

National Competition

811 Blood Drive

The lead coordinator of the national competition is Ann Rushing with North Carolina 811.

The process:

- A **one-call center** can contact Ann Rushing (annrushing@nc811.org) to register its state in the national competition.
- **North Carolina 811** will issue the one-call center an 811 Blood Drive logo.
- The **one-call center** will promote the 811 awareness campaign among its employees, members and other stakeholders.
- **Stakeholders** will contact their one call center for the 811 Blood Drive logo.
- **Stakeholders** will promote the 811 awareness campaign.
- **Stakeholders** will register their final counts with their local one-call center.
- The **one-call center** will register the state's final counts with Ann Rushing.
- **Ann Rushing** will register the 811 awareness campaign counts with the Common Ground Alliance.
- The **Common Ground Alliance** will promote the final results.

Individual tasks

One-call centers should contact 811 Blood Drive lead coordinator Ann Rushing:

- To register your state in the national competition;
- To receive your 811 Blood Drive logo; and,
- To register your final pint counts.

Stakeholders should contact their participating one-call center coordinator:

- To coordinate promotion of the 811 Blood Drive, and
- To register your final pint counts.

811 Blood Drive coordinator Ann Rushing with NC811 will:

- Register each state's pint count with Common Ground Alliance for publication in September, and
- Promote the 811 Blood Drive campaign.

Official Logo

The following is the universal logo for the blood drive. It is encouraged that you use your company logo to promote your efforts.

Universal theme



Customized state logo (example)



Logo Specs:

811 BLOOD DRIVE LOGO SPECS



Full color: Black, PMS:390 (811 type), PMS:370 (dark green), PMS7505 (dark brown), PMS711 (red)

CMYK:	C	M	Y	K
Black	0	0	0	100
Gray1	0	0	0	20
Gray2	0	0	0	45
811 Type	22	0	100	8
Dark Green	56	0	100	27
Dark Brown	0	20	70	55
Red	16	99	100	8

Colors: The 811 Blood Drive logo was designed as a five spot color logo and should be used that way whenever the application and costs permit. However, it can be used effectively in black and white and grayscale. PMS colors & CMYK mixes are provided above and should always be used for an accurate and consistent representation of the logo.

Website Banner



Blood Donation Form

This form will be used for collecting your blood donation information.

Blood Donation Form

If your company hosted a blood drive or you donated blood at a location site, complete this form.

* Required

Name *

Company

Address *

City *

Zip Code *

E-Mail

Name of Donation Site *

Date of Donation *

Total Donations *

If you hosted a blood drive, give the total # of pint donations. If single donation, add 1.

Never submit passwords through Google Forms.

Powered by
 Google Drive

This form was created inside of North Carolina 811.
[Report Abuse](#) - [Terms of Service](#) - [Additional Terms](#)

How to Create a Google Form

Create a Google Form using this link: <https://support.google.com/drive/answer/87809?hl=en>.

Google Forms are a useful tool to help you collect your blood donation information in an easy, streamlined way. A Google Form can be connected to a Google Spreadsheet. If a spreadsheet is linked to the form, responses will automatically be sent to the spreadsheet. Otherwise, users can view them on the “Summary of Responses” page accessible from the Responses menu.

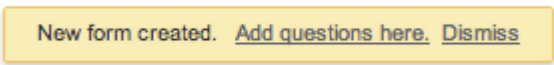
You can create a form from your Google Drive or from any existing spreadsheet.

Create a form from your Google Drive:

1. Click the red **Create** button, then **Form**.
2. In the form template that opens, you can add any questions you'd like. You can also organize your form by adding headers and dividing your form into several pages. [Learn more about editing your form.](#)
3. If you'd like those who complete your form to see a progress bar indicating how much of your form they've completed, check the box labeled “Show progress bar at the bottom of form pages.”

Create a form from a Google Spreadsheet:

1. While working with a spreadsheet, click the **Insert** menu and select **Form**.
2. A message will display at the top of the page notifying you that a new form has been created.



New form created. [Add questions here.](#) [Dismiss](#)

3. Click **Add questions here** to begin editing your form, or **Dismiss** to get rid of this message and continue editing your spreadsheet. (Note: If you dismiss this message, you can edit your form at any time by selecting the **Form** menu and clicking **Edit form**.)
4. After creating a Form from a Google Spreadsheet, you'll notice a new tab at the bottom of your spreadsheet labeled "Form responses." As you might have guessed, this is where responses to your form will be added.
5. After you've created your form, you can [add and edit questions, headers, and page breaks](#). You can also [choose how to collect responses to your form](#).

Promotions

All promotional materials should use the official 811 Blood Drive logo to maintain consistency within this national awareness campaign.

Social Media

To promote the program in social media use the hashtag lines:

- #811BloodDrive
- #Call811
- #SafeDigging

Giveaways

You may develop your own giveaways, or purchase your giveaways in a group buy if it is offered by your state one-call center.

Giveaway items developed to date:

- Water bottles
- First Aid kit
- T-shirts
- Koozies

Organizing the 811 Blood Drive

There are two types of blood drives you can endorse:

Hosting a Blood Drive

As the host, you can contact a reputable blood collecting organization within your area to partner with them. They will help you set blood donation/collection dates, reach realistic goals, provide progress on donor recruitment for your campaign and any other questions that may arise. You will be responsible for setting up a suitable private area within your facility for donor interviews, donations and a resting area with drinks and snacks for the donors. If space is an issue, be sure to ask about a mobile collection bus that may be offered by the blood collecting organization. Next, you should communicate the date(s) and time(s) to everyone within your organization, as well as promote the 811 Blood Drive by using the official logo.

Scheduling staff—in order to schedule blood donors effectively you can use the Donor Time Table. Most donors will adhere to the average time table, but there are always exceptions that need more time for giving blood and recovery.

Donor Time Table

	Average	Slow Donor	Slow Recovery	Both
Screening	10	10	10	10
Donating	10	20	10	20
Recovery	10	10	20	20
Minutes	30	40	40	50

A blood collecting organization will provide professional staff to work with the blood drive host every step of the way to plan and organize the drive, including information about how to recruit donors. The organization will setup everything including equipment and supplies at the location, and will dismantle it down at the end of the blood drive.

The normal process is to confidentially screen the donors, collect their donations safely and professionally and secure the donations to take back to the blood bank.

Coordinating A Blood Drive (One-Call Centers)

As the state one call center coordinator you may want to set a donation goal for your state, publicize the 811 Blood Drive, encourage participation from your stakeholders, track donations and report the results to lead coordinator Ann Rushing (annrushing@nc811.org).

Planning—schedule a deadline, develop an awareness campaign to engage stakeholders, give clear instructions how to implement the awareness campaign and provide a method for the participating stakeholders to accurately report their counts.

Blood Drive Coordinators Planning Checklist

✓	TASK TO COMPLETE	DUE BY	NOTES			
	Secure a Date & Time for the Blood Drive		Drive Date:		PLANNING	
	Select appropriate Site for the Blood Drive		Drive Site:			
	Set Measurable Goals for the Blood Drive		Drive Goal:			
	Establish your Recruitment Team					TEAM BUILDING
	Assign Specific Roles for Team Members					
	Plan to Educate and Motivate Your Team					
	Plan Recruitment and Promotional Strategy					
	Publicize your Blood Drive					RECRUITING DONORS
	Distribute Blood Donation Materials					
	Ask Donors Face to Face					
	Schedule Appointments					
	Confirm Donor Appointments					
	Check Site Arrangements and Parking					FINAL COUNTDOWN
	Remind Donors and Reconfirm Appointments					
	Reconfirm Day of the Drive Volunteers					
	Coordinate with your Blood Collection Agency Rep					
	Post Directional Posters					DAY OF THE DRIVE
	Greet Blood Collection Agency Staff					
	Review Master Schedule					
	Remind Donors/Contact No shows					
	Post Results of the Blood Drive					AFTER THE DRIVE
	Thank Donors					
	Recognize and Thank the Blood Drive Team					
	Confirm /Book Date for the Next Blood Drive					

Blood Donation Process

A blood donation is an act of charity. You are essentially giving life to those in need. When planning your event you should take into account the three steps in the donation process.

Screening: ~ 10 minutes

Blood donors are required to give consent for the process. Donors are screened by the blood collecting organization's professional staff for health risks such as diseases and risk factors. The donor is asked specific questions about their medical history to make sure donating blood is not hazardous to their health. The donor's hemoglobin level, pulse, blood pressure and body temperature are tested.

Donating: ~10 minutes

In a traditional blood donation, donors give whole blood—which consists of red cells, plasma and platelets. A needle is used to minimize shearing forces that may physically damage red blood cells as they flow through the needle. A tourniquet is wrapped around the upper arm to increase the pressure of the blood in the arm veins and speed up the process. The donor may hold an object and squeeze it repeatedly to increase the blood flow through the vein. A donor with a slow flow of blood will take a little longer.

Recovering: ~10 minutes

A donor is usually kept at the donation site for a short period after donating. A donor is encouraged to drink and eat light refreshments afterwards to speed up the recovery. A donor with a slow recovery will be monitored by the professional staff.

Lessons Learned

To date the following are some lessons that have been learned through experience:

- For a blood collecting organization (professional staff) to set up at your location, you will need at least 30 blood donors.
- Determine the best time of the day and which day of the week is best for your organization or one-call center operations.
- Ask the professional staff if they can provide a screening area separate from the donation area (if you have the space) so you can quickly rotate donors through the process.
- Stage a designated area for blood donations and a separate area for resting. And if you are successful in separating the screening from the donation area, you will have to set up a third location that provides privacy.
- The resting area may be used to hold the next donor.
- The resting area should have drinks and light snacks.
- The average time to schedule a donor is two donors every 15 minutes, depending on the number of professional staff.
- Alert the next person scheduled when your timetable is running early or late.
- The average participation of one-call staff is 10 percent.
- Ask professional staff if they have a walkie-talkie so they can signal you when they need more donors.
- If you know family and friends will participate, ask them to schedule their time.
- Walk-ins (if advertised within the community) should be integrated with the scheduled donors.
- Visit the Red Cross website at www.redcross.org. Search under donations for scheduled blood drives in your area. Contact the coordinator to drop off 811 information.