



The REDgatta

The Sailors' Virtual Blood Drive

SAILING INSTRUCTIONS and THEN SOME

August 1 – October 1, 2017



--A friendly challenge to earn points via blood/platelet donations.

The summer season leaves the Red Cross in a blood drought. With everyone off on vacation, the blood bank has fewer donations and the need for blood is amplified.

This is a chance to rally the crew, family, friends to pitch in—a great time to remind the occasional donor to give or the never-ever donor to start giving!

WHEN: August 1st through October 1st!

WHERE: Anywhere in the USA (that the Red Cross serves).

WHO: Any recreational boating vessel can enter a team. Donors can come from anywhere in the USA served by the Red Cross.



Register: Sign up by emailing REDgatta@gmail.com

You'll be sent a link and instructions to create your own boat's page on the Red Cross "Sleeves up" campaign site.

- You can do as little as just enter your boat's name
or as much as post photos, messages, update videos/pictures of people donating...
- There are quick uploads to post your boat's page to your facebook and/or Instagram accounts to help get the word out.
- make your page before the first (or after) August 1st.



Rally the troops: Get the word out.

- Or not, if you just want to keep it simple.
- You can email family and friends you boat page link to have them make appointments to donate. You can also email from the Red Cross boat page itself. Use your face book, instar gram.... Word of mouth.
- Anyone in the US (so long as the Red Cross serves that area) can donate in their own neighborhood. Send people to your boat's donation page.



Earn Points

- Whenever someone makes an appointment to donate through your boat's Red Cross page, a point will be entered for your boat. The boat pages go live on August 1, so any appointment made that day up to Oct 1 earns a point.
- Whole Blood donors can give every 54 days. Platelet donors can give every two weeks. Do the math: more points per person if they're donating platelets.



Earn PRIZES:

The first 20 new boats to sign up and reach 5 pints receive a REDgatta flag for flying in high fashion under your club burgee. Last year's participants earn a 2017 blood drop on your flag!

Prizes for 1st, 2nd, 3rd places awarded at the MBSA banquet in November.



Race Results:

Will be posted at [Massbaysailing.org](http://www.massbaysailing.org) on the REDgatta page under News. Or see http://www.massbaysailing.org/page/news/blood_drive

Why?

If you or a loved one have not yet benefited from a life-saving blood transfusion, it's only a matter of time. Be a part of saving lives, doing good, and having fun. One donation can save THREE lives. That's a **bit of your time to save three families**.

Just as you save for retirement, put a donation or two in the bank for a rainy day— If you don't, how will you know there'll be blood for you when you need it?

Help devout sailors turn all that beer and rum into life-saving blood!!

INFORMATION ABOUT DONATIONS:

The Red Cross site is a great resource for anyone with questions about donating blood, platelets, plasma, or double blood cells. Go to Redcross.org and check out "Giving Blood." It gives info on what's involved with each type of donation, the average time required per donation, requirements if any, how often a donor can give. Tips on how to prepare and ensure a successful donation are terrific.

STRATEGY:

Getting numbers of people to donate is the best way to generate points! But you should also consider and encourage people to think about platelets and/or plasma to maximize points contributed by a single donor. Donors are allowed to give one pint of blood every 56 days, but they can give platelets every week. Each

donation is one point. So the blood donor brings in one point while the platelet donor can bring in up to 5 points (that's ambitious!). Check out the following table to compare donation types.

Donation Type	Donation Frequency*	Potential points for your boat
Blood (whole blood)	Every 56 days	1
Platelets	Every 7 days, up to 24 times / year	5
Plasma	Every 28 days, up to 13 times / year	2
Double Red Cells	Every 112 days, up to 3 times / year	1

Note: often plasma and platelets are given together. If you wish to give a maximum amount in the month, start giving platelets and wait until your last donation visit to give both.

Final Tally: After the completion, the Red Cross will see how many pints were actually donated per team versus pledged. The information will be helpful and hopefully show how successful the program can be!