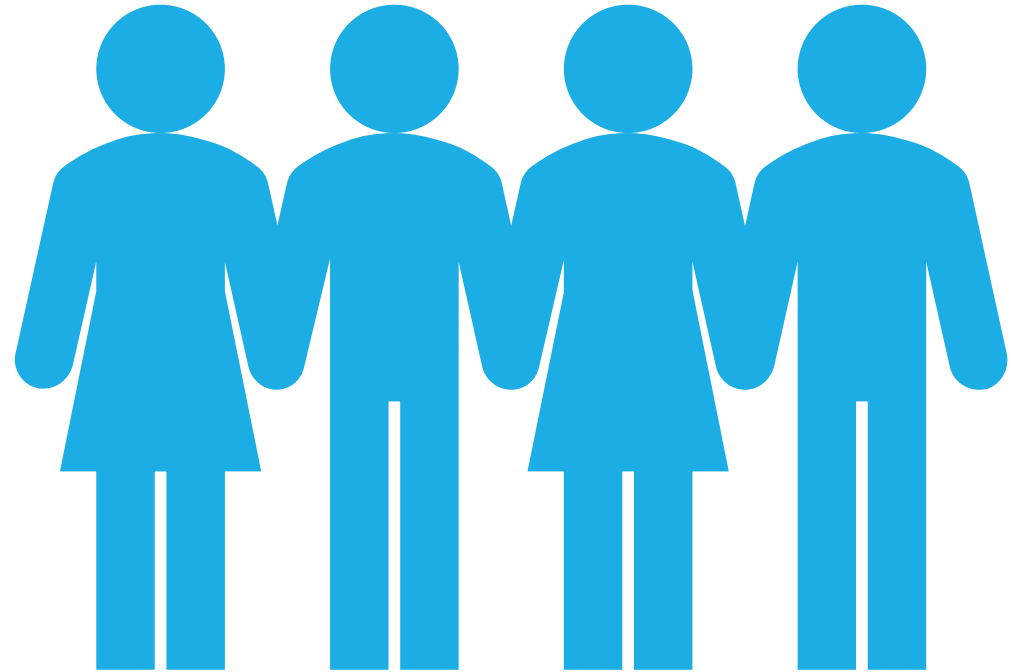


# Cultivating Community:

## The Great Give Back Blood Drive

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# Disclosures

- No disclosures or conflicts of interest

# Motivation and Time Commitment

## *Motivation*

- Blood banks are experiencing a national crisis
- Directly affects our patients
  - More than a quarter of the U.S. blood supply is used by patients battling cancer
  - Unable to transfuse same day
  - Stricter transfusion threshold
- Previously participated in an honorarium blood drive for a patient

## *Time Commitment*

- Initial steps began 6 weeks prior to event
- Meetings/emails
  - Tennessee Oncology Marketing Department
  - Blood Assurance Marketing
  - Property Management

# The Great Give Back Blood Drive Framework

Purpose

# TO Holiday Blood Drive: The Great Give Back

Blood Assurance Promotion for December: \$10 per donor to donate to a nonprofit of our choice (Sherry's Hope)

Blood Assurance Marketing Dept:

- Advertises event with TO as host
- Gives us a poster with a sign up link
- Provides digital poster for email blast
- Contacts radio and newspaper
- Sends mailers to community

# TO Holiday Blood Drive: The Great Give Back







**29 Units of Blood Donated =  
87 Lives Saved**

**\$290 donated to Sherry's  
Hope**