



To: Carter BloodCare Customers
From: Hospital Relations
Date: January 26, 2021
Re: COVID-19 Convalescent Plasma Donors and Thank the Donor[®]

Background

On behalf of patients in the community that are fighting COVID-19, Carter BloodCare is asking for your help in reaching out to individuals who have recovered from COVID-19. Over the last four weeks, Carter BloodCare has been shipping approximately 250 units per day. As the community blood provider, our goal is to make CCP readily available to meet patient needs here and if possible wherever it is needed.

Additionally, in order to encourage those who have tested positive for COVID-19 antibodies or those whom have recovered from COVID-19 to donate and donate often, we are participating in the [Thank the Donor[®] program](#). This program allows convalescent plasma transfusion patients to thank donors for their generous gift.

Impact to Client

We invite you to view and use the resources below across your facility's communication channels. Please share the educational tools with your healthcare facility's public relations and/or communications team. Resources can be accessed at <https://www.carterbloodcare.org/hospital-convalescent-plasma-toolkit/>.

- Patient discharge flyer (English and Spanish)
- Messaging and graphics
- Visit [carterbloodcare.org](https://www.carterbloodcare.org) to schedule your CCP donation today

Convalescent plasma components will arrive at your healthcare facility with a green Thank the Donor[®] heart-shaped tag over the next 14 days. We request that you do not remove this tag, even during thawing and processing. The tag should remain on the unit during transfusion.

You, your co-workers, patients, and family and friends of COVID-19 patients can send personal messages to their generous convalescent plasma donors by visiting covid.thankthedonor.org. To send a message directly to the donor the donor identification number (DIN) barcode number is needed, without the DIN a message of appreciation can still be shared with a general audience. Please encourage patients and/or their family and friends to submit a Thank the Donor[®] appreciation.

Thank you for your dedication and efforts to help meet patient needs in our community.