



Scouting for **Life**



Francesco A. Mascaro MEMORIAL BLOOD DRIVE



J. P. Mascaro & Sons

If it's service, it's us!



**American
Red Cross**

BOY SCOUTS OF AMERICA®
CRADLE OF LIBERTY COUNCIL

*Service is part of the lifeblood of Scouting.
Here's a chance to give back in more ways than one.*

Unit Leader Guide

colbsa.org/blooddrive

Introduction

The Cradle of Liberty Council has partnered with J.P. Mascaro & Sons and the American Red Cross to maximize participation in the Francesco A. Mascaro Memorial Blood Drive. Frank “The Chief” Mascaro spent his entire life giving back to the community. The Mascaro Family has organized a blood donation drive to help those in need and honor Frank’s memory. This initiative integrates well with Scouting’s core ideal of service to others.



As part of the overall drive, the council has committed to securing **1,000 pints** of blood. Through a coordinated campaign, the council will host multiple drives in strategic locations throughout the council during the last three weekends of August. We will utilize our large network of more than 16,500 families as well as community friends and supporters to create excitement and drive participation.

How Can We Help?

Through this drive, Scouts and Scouters will be able to provide service in several ways:

- ✓ **By promoting the drive to family, friends, colleagues, business associates, and the community-at-large and securing blood donor commitments.**
- ✓ **By giving blood (donors must be at least 17 years old or 16 with parental consent form).**
- ✓ **By volunteering at the drive (limited opportunities available).**

Please commit your unit’s support to the drive by completing a short online form at colbsa.org/blooddrive

Patch Contest – Get Those Entries In!

The Cradle of Liberty Council has launched a patch contest for Cub Scouts, Boy Scouts and Venturers to potentially add their mark to uniforms all over the council and support a great cause! **The contest winner will receive a \$50 gift card to the Scout Shop!** *Deadline for submissions is Friday, May 30, 2014.* Please visit colbsa.org/blooddrive to download more information and the submission form.

How Do We Participate in the Drive?

1. Submit your unit’s commitment online at colbsa.org/blooddrive or complete a hardcopy form available at your district roundtable and give it to your district blood drive chair or professional.
2. Visit your district’s roundtable to get promotional materials or download at colbsa.org/blooddrive. Contact your district blood drive chair if you need more materials or assistance (contacts are listed on page 4 of this guide).
3. Distribute posters, donor commitment cards, and pages 5-6 of this guide to your Scouts and families.
4. Set-up times and locations to promote the drive in-person. Consider piggybacking with other events that your unit has already planned.
5. Ensure that donor commitment cards are being returned to a central person in the unit and make sure that person submits the commitments to your district’s blood drive chair, professional or the council resource center.
6. Track how many hours each person in your unit is spending promoting the drive and record that via the BSA’s “Journey to Excellence” website at servicehours.scouting.org.

Schedule

Friday, August 15, 2014:

Shepherd of the Hills Church

527 Hoffmansville Road, Bechtelsville, PA 19505 • 2 PM - 7 PM

Saturday, August 16, 2014:

Germantown YMCA/GLEC

5722 Greene Street
Philadelphia, PA 19144
9 AM - 2 PM

Shepherd of the Hills Church

527 Hoffmansville Road
Bechtelsville, PA 19505
8 AM - 2 PM

Willow Grove Giant

315 York Road
Willow Grove, PA 19090
9 AM - 2 PM

Saturday, August 23, 2014:

Little Zion Lutheran Church

267 Morwood Road
Telford, PA 18969
9 AM - 2 PM

Our Mother of Good Counsel Parish

31 Pennswood Road *(corner of Lancaster Avenue across from ACME)*
Bryn Mawr, PA 19010
9 AM - 2 PM

Sunday, August 24, 2014:

American Legion Post #10

493 S Bethlehem Pike
Fort Washington, PA 19034
8 AM - 1 PM

Amtrak 30th Street Station

2955 Market Street
Philadelphia, PA 19104
9 AM - 2 PM

Scouting Resource Center

1485 Valley Forge Road
Wayne, PA 19087
9 AM - 2 PM

Old Mill in Rose Valley

9 Old Mill Lane
Rose Valley, PA 19063
8 AM - 1 PM

Ridley Area YMCA

900 South Avenue
Secane, PA 19018
8 AM - 1 PM

Sunday, August 30, 2014:

Deer Meadows Retirement Community, Walton Conference Center

8301 Roosevelt Boulevard, Philadelphia, PA 19152
9 AM - 3 PM

Please Note:

While we want to encourage potential donors to give blood at the council-coordinated drives listed above, Scouts and Scouters should not discourage people from giving blood if they can't make it to one of our locations in August. If these locations or dates aren't convenient for a potential donor or someone wants to give blood prior to August, make sure to have the person complete a donor commitment card and encourage him or her to visit redcrossblood.org and register for a Red Cross blood drive that is more convenient. Please search for the sponsor code "Mascaro" to find other related blood drives.

Make Sure to Record Service Hours!

Please visit the Journey to Excellence Service Hours website at servicehours.scouting.org to record the hours that Scouts and their families contribute to this drive (and for all your community service projects for that matter). This includes time spent promoting the drive, donating blood or helping at a location. First-time users will need their unit's five to 11 digit ID number to access the system (if you need your unit's ID number, please contact your district professional or call the Firestone Scouting Resource Center at 610-688-6900). Let's make sure the community knows the impact that Scouting is making in our neighborhoods!

Contacts

<i>District</i>	<i>Blood Drive Chair</i>	<i>Phone</i>	<i>Email</i>
Baden Powell	John Forde	610-291-8964	john.forde@trion-mma.com
Conestoga	Bob Booth	610-543-2119	robertj.booth@verizon.net
Constellation	Kate Hiebert	610-789-4877	kmmoore@sas.upenn.edu
Continental	Rebekah Sheeler	484-942-9002	rsjewell32@gmail.com
General Nash	Adam Smith	484-654-9227	adam.smith@scouting.org
Lafayette	Jon Herbsleb	610-587-8914	jherbsleb@comcast.net
Minquas	Gary Bachman	610-566-7190	gandrbachman@aol.com
Northern	Arnaldo Gomez	215-866-8749	gomeza5@gmail.com
Roosevelt	Rick Kilian	215-582-0151	rakups@yahoo.com
ScoutReach	Keyona Green	267-408-9339	keyonagtv@yahoo.com
Triune	Ron Johnson	215-964-2323	ronjohn3865@comcast.net
Washington	Dana Clemons	215-778-5139	4dshore@comcast.net

Council Blood Drive Chair:

Peter Walts

215-768-9936 • peter@walts.net

Council Staff Advisor:

Greg Osborn, Director of Marketing

484-654-9239 • greg.osborn@scouting.org

General Blood Drive Contacts (for the public):

Hotline: 484-654-9245

blooddrive@colbsa.org

Incentives

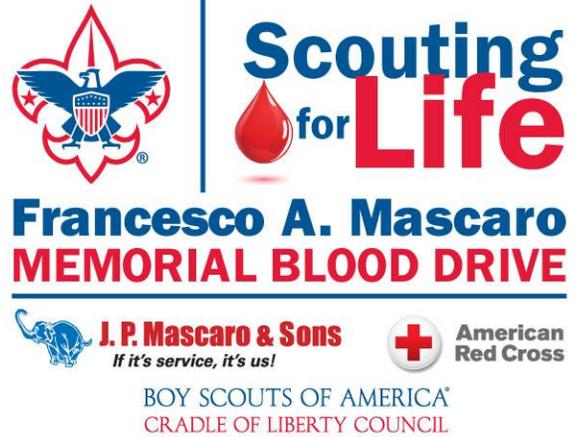
- Each Scout and Scouter that participates will receive a commemorative patch.
- **Scouts:**
 - The top Scout in each district who secures the most donor commitments* will receive a full campership to attend a Cradle of Liberty Council summer camp in 2015.
 - The Scout who secures the second-most donor commitments* in each district will receive a half-campership to attend a Cradle of Liberty Council summer camp in 2015.
- **Units:** The pack, troop or crew in each district that secures the most donor commitments* will receive a special-edition “Scouting for Life”-branded dining fly/tarp.

**In order to count for the incentive program, donors who complete a commitment card must show up to a Red Cross blood drive and give blood. Must secure at least 20 donors to qualify.*

Promotion Tips for Scouts & Scouters

(Please copy and distribute to families)

- ❑ **Wear your Scout uniform when recruiting potential blood donors.**
- ❑ **Make clear to potential donors that as part of a Scouting community service project, Scouts are teaming up with the American Red Cross to save lives in our community.**
- ❑ **Ask appropriately and face-to-face:** Don't pressure anyone into donating. Understand how a potential donor feels and answer questions they may have. Give them time to make the decision to give blood.
- ❑ **Educate about the importance of blood donation:** The Red Cross does not need blood—*patients do*. Every two seconds someone in America gets a blood transfusion. Five million patients will need blood this year.
- ❑ **Make it personal:** Find someone who has been personally touched by blood donation or blood transfusion, and ask for their help.
- ❑ **Be positive, polite, and prepared to answer questions.**
- ❑ **Know the date, time and location of the blood drive closest to you.** Remember, however, donors may choose to go to any Red Cross drive that is convenient for them.
- ❑ **Get a commitment:** Hand them the donor commitment card and make sure it includes YOUR name (first name and last initial) and your unit type and unit number (this is how we will track patches). Make sure to get the right tear-off portion back from the potential donor and return the slip to your unit leader or the council resource center. Donors may also commit online at colbsa.org/blooddrive; if someone chooses to commit online and wants a particular Scout to get credit for recruiting him or her, make sure he or she has the Scout's first name and last initial as well as the unit type and number.
- ❑ **Remind donors to register for a time:** Even if you get a commitment card, remind donors that it's important for them to visit redcrossblood.org and sign-up for a time.
- ❑ **Remind them of the importance of keeping their appointment and to bring a picture I.D. with them.**
- ❑ **Let the donor know that the American Red Cross will email or call and remind them of their appointment three days before the blood drive.** Donors will also receive communications from the Cradle of Liberty Council regarding the drive.
- ❑ **Reduce the fear of the unknown by explaining what is involved in donating.** Educate new donors about basic eligibility requirements, possible deferrals, the donation process and what to expect. Visit redcrossblood.org/donating-blood for more information.
- ❑ **Advertise. Advertise. Advertise.** Promotional posters are available to post around the community (apartment buildings, offices, schools, stores, churches, etc.). Make sure to ask for permission before posting. Post announcements on your company's or organization's intranet, newsletter, and social media. Feel free to share the council's Facebook posts and retweet announcements about the drive (facebook.com/colbsa or twitter.com/colbsa).



Donor Criteria:

- ❑ You weigh at least 110 pounds.
- ❑ You are at least 17 years old. 16 years olds may donate with signed parental consent form.
- ❑ You are in good health on the day of the donation.
- ❑ You have not donated whole blood in the last 56 days or double red cells in the last 112 days.
- ❑ If you have not had a tattoo in the last year.
- ❑ All other eligibility questions should be directed to the American Red Cross at 1-800-RED CROSS (1-800-733-2767) or visit the website.

Frequently Asked Questions

➤ Why are the council-coordinated blood drives being held in August?

August is a high-need month for blood donation. The drives are scheduled for later in the month because families will typically be back from vacations in preparation for school and sports.

➤ Is this blood drive only for Scouts and Scouters?

No, anyone may donate blood at our council-coordinated locations. The goal is to utilize our Scouting community of over 16,500 families to get the word out and answer the call.

➤ Can I only donate blood at or refer people to the drive locations being coordinated by the Cradle of Liberty Council? Do we have to wait until August to donate blood?

No. Donors may attend any Red Cross drive that is convenient for them. However, it is critical that donor commitment forms are completed and submitted to the council resource center (usually through your unit leader) so we know how many donors are signed-up and can track incentives.

➤ Cub Scouts and many Boy Scouts are too young to donate blood. Why should we participate and how?

Providing service and giving back to the community is a major part of the Scouting program. This drive will only be successful if our Scouts promote it and secure donor commitments.

➤ When does promotion for the drive begin and when can we start securing commitments?

As soon as you receive the materials you can start promoting! Promotion will start in May and run until the drives in August.

➤ How old do you have to be to donate blood?

Donors must be at least 17 years old or 16 years old with parental consent. Parental consent forms are available to download at colbsa.org/blooddrive.

➤ How does the blood donation process work and who is eligible to participate?

See the top of this page for basic eligibility requirements. Visit redcrossblood.org/donating-blood/donation-faqs for blood donation FAQs.

➤ What time do the drives start?

Most drives begin at 9 AM, but check redcrossblood.org to confirm drive start times.