

Atlanta Blood Services introduces:



Thank the Donor®

Have you ever wondered about the individual who donated the blood that you or your loved one receives? What's on their mind? What motivated them to help? What would you say to them if you had the opportunity to thank them personally?

Atlanta Blood Services is excited to introduce **Thank the Donor®** as a way to anonymously connect the patient to their blood donor.

Thank the Donor® is an innovative program that allows patients who have received a transfusion to send a message of appreciation to the individual who donated the platelets they received.

Blood donors: Just be sure Atlanta Blood Services has your email address –that's all you need to do. Well that and keep donating! The message from the patient will be sent to your email account.

Patients: Each blood bag comes with a green heart tag. While in the hospital, clinic or infusion center Go to thankthedonor.org and follow the step-by-step instructions showing you how to get started and send appreciation to the person who donated the blood you received. The nursing staff at BMTGA and NSH will be trained on how the program works and will be able to answer questions you may have.

Once a patient submits an appreciation, the message is sent back to the donor center for review.

Privacy is an incredibly important part of this program. The message of appreciation is reviewed by Atlanta Blood Services, and edited if needed, to ensure

the privacy of the patient. Blood donor information is never shared with a patient or anyone else as part of this program. After patient and donor privacy is confirmed, the message will be sent to the blood donor's email.

These messages will make a donor's day! They'll bring smiles to the faces of generous donors. They may bring tears (the happy tears...it has caused us to grab a tissue or two). And you will feel great knowing that you finally had the opportunity to tell a donor what a big deal their gift really is for you and your family! We're thrilled to share these appreciations with blood donors. Because for the patient receiving the transfusion, it's a big deal. And blood donors are a big deal.

More platelet donors are needed to support local patients! To schedule a donation or get additional information, go to: atlantabloodservices.com or call 404-477-1298.

Thank the Donor® is a trademark of Oklahoma Blood Institute and its use is licensed by Atlanta Blood Services.