



Red blood cells are the most commonly transfused blood component, and therefore the most needed. Your donors can maximize their donation and help more patients with a Power Red donation.

What is Power Red donation?

During a Power Red donation, a donor gives a concentrated dose of red cells, the part of the blood used every day for those needing transfusions as part of their care. This type of donation uses an automated process that separates red blood cells from the other blood components, then safely and comfortably returns plasma and platelets to the donor.

Why should I use Power Red technology at my drive?

- It allows donors to maximize their donation and help more patients with one scheduled appointment.
- Helps reach your blood drive goal by maximizing each person's donation.
- It may be more comfortable for the donor.
 - Donors often report feeling better afterward than with regular blood donation.
 - A smaller needle is used than with regular blood donation.
 - Fewer donors experience reactions.
- The donor is asked to donate less often.

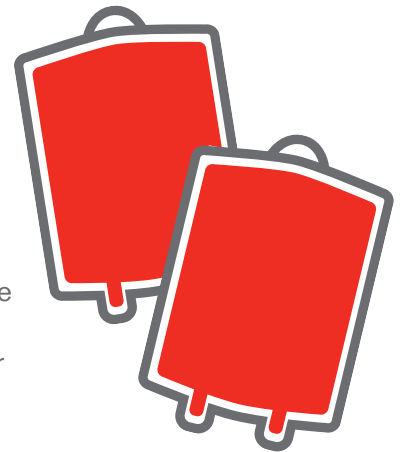
Are there special requirements for having this technology at my drive?

Yes, your site will need to meet a few specific requirements in order to offer Power Red donation opportunities:

- **Space** – An additional 40 square feet will be needed for each bed and machine.
- **Electrical outlets** – Power Red machines need their own grounded outlets, in addition to outlets used by other equipment.
- **Elevators** – Elevator access is preferred when drives are held above or below the level of entry because the machines are heavy and delicate plasma levels are maintained. If no elevator is available then Red Cross will perform a site evaluation.

Who is eligible?

- Donors who gave blood 56 days ago or Power Red 112 days ago.
- Donors with type O negative, O positive, A negative or B negative blood are strongly encouraged to consider giving a Power Red donation.



Tips for success

- Educate donors on the benefits of a Power Red donation.
- Confirm space requirements prior to drive date.
- Notify your Red Cross representative 72 hours prior to drive date with the number of Power Red donors signed up to donate.

Power Red Requirements		
MCS+ Machine	Female	Male
Minimum height	5'5"	5'1"
Minimum weight	150 lbs.	130 lbs.