



# TAKE ADVANTAGE OF US.

The need for blood never takes a holiday.

Cancer patients, accident victims and others with bleeding disorders need red blood cells and platelets every day, including weekends and holidays. Your frequent blood and platelet donations make this possible. To recognize frequent donors, we've designed our Platelet and Red Cell Advantage Programs.

## HOW DOES THE ADVANTAGE PROGRAM WORK?

Each time you save lives by making a blood or platelet donation you'll earn Advantage points redeemable for a wide variety of gifts or gift cards. You can even donate your points to selected charitable organizations.

RED CELL ADVANTAGE
WHOLE BLOOD DONATION=50 POINTS
AUTOMATED RED CELL DONATION (ALYX)=150 POINTS
25 BONUS POINTS FOR DONATING WITHIN 180 DAYS OF YOUR LAST DONATION

PLATELET ADVANTAGE POINTS
PLATELET DONATION=75 POINTS
75 ADDITIONAL POINTS FOR A TRIPLE PLATELET DONATION
50 ADDITIONAL POINTS FOR A DOUBLE PLATELET/RED CELL DONATION
50 ADDITIONAL POINTS FOR A DOUBLE PLATELET/PLASMA DONATION
25 ADDITIONAL POINTS FOR A DOUBLE PLATELET DONATION
25 ADDITIONAL POINTS FOR A PLATELET/PLASMA DONATION
25 ADDITIONAL POINTS FOR A PLATELET/RED CELL DONATION

## TIMING IS EVERYTHING

Because platelets have just a five day shelf life and red blood cells last just 42 days, it is important that donations be made every day to ensure a fresh and ample supply. Certain "critical periods" which coincide with holidays and vacation seasons are especially important. Blood donations made during critical periods will earn an additional 25-50 Advantage points. Also, platelet donations made on certain days of the week may earn additional Advantage points.

## CALENDAR YEAR BONUS POINTS

Frequent donors can earn Advantage bonus points each calendar year. Make at least four donations and you will earn 75 bonus points. Each automated red cell donation (Alyx) will count as two donations toward your calendar year bonus.

## OUR CONCIERGE DESK IS AT YOUR SERVICE

As an Advantage member you'll enjoy access to our special toll free Advantage Program Concierge Desk to schedule appointments, ask questions about the program, redeem points and more. Platelet donors will also receive a special Platelet Advantage Donor ID card.

Platelet Desk: 1-866-PL8LETS or 1-866-758-5387

Red Cell Desk: 1-800-933-BLOOD or 1-800-933-2566

## TRACK YOUR ADVANTAGE POINTS ONLINE

Visit [www.nybloodcenter.org](http://www.nybloodcenter.org) to track and redeem your Advantage points, view your blood and platelet donation history, schedule donation appointments and more. You can also call our toll free Concierge Desks for assistance.

## REDEEMING POINTS IS EASY

A minimum of 600 points is required for gift redemption. Gifts are tiered based on your accumulated point total. You'll see a wide array of gifts at each tier. You may redeem all or some of your points as you wish. You can even donate your points back to New York Blood Center or to other selected charitable organizations.

Advantage points are not transferable and are not redeemable for cash. If you donate blood and platelets, your Advantage points are automatically combined into a single account for your benefit.

## HERE'S THE FINE PRINT

The Advantage Program offers generous gifts for your active participation as a blood or platelet donor. You can donate whole blood every 56 days or automated red cells (Alyx) every 112 days. You can donate platelets every three days up to 24 times each year.

To retain your earned points you must make at least one blood or platelet donation every 180 days. If you do not meet this requirement, you will forfeit 50 Advantage points. If you do not make any donations for an 18 month period you will forfeit all remaining Advantage points. These requirements will be waived while any donor is temporarily or permanently deferred from donating.

**Thank you for your generous support as a blood or platelet donor. Your thoughtfulness makes a difference.**