

CAMPAIGN TOOLKIT

FOR COLLEGES



WE NEED YOUR HELP

WHY HAVE I RECEIVED THIS TOOLKIT?

This toolkit is given to college and university administrators to connect with students and encourage plasma donation.

WHAT'S INSIDE?

Enclosed you will find information about plasma donations, the need for plasma, and discover how administrators and students can encourage plasma donation within your campus community.

HOW DO I NAVIGATE THE TOOLKIT MATERIALS?

Throughout the digital toolkit you will find links to various websites, attachments and documents that you can view, print or edit. All of the information you will need to promote plasma donation can be found in the various sections of the toolkit.





The GBS | CIDP Foundation International is a global nonprofit organization supporting individuals and their families affected by Guillain-Barre' syndrome (GBS), chronic inflammatory demyelinating polyneuropathy (CIDP), and related conditions through a commitment to support, education, research and advocacy.

GBS Explained

GBS stands for Guillain-Barre' (Ghee-yan Bah-ray) Syndrome which is an inflammatory disorder of their peripheral nerves outside the brain and spinal cord. GBS is characterized by a rapid onset of numbness, weakness, and often paralysis of the legs, arms, breathing muscles, and face.

CIDP Explained

CIDP stands for chronic inflammatory demyelinating polyneuropathy which is a rare inflammatory disorder of the peripheral nerves characterized by increasing sensory loss and weakness associated with loss of reflexes.

Our Vision

Every person affected by GBS, CIDP, or related syndromes will have access to early and accurate diagnosis, appropriate treatment, and knowledgeable support services.

Our Mission

We improve the quality of life for individuals and families affected by GBS, CIDP, and related conditions. Our unwavering commitment to the patients we serve is built on four pillars: support, education, research, and advocacy.

GBS | CIDP Foundation International

375 East Elm Street, Suite 101
Conshohocken, PA 19428



610-667-0131



gbs-cidp.org



The Immune Deficiency Foundation (IDF) is a non-profit that improves the diagnosis, treatment, and quality of life of people affected by primary immunodeficiency through fostering a community empowered by advocacy, education, and research.

Primary Immunodeficiencies Explained

Primary Immunodeficiencies (PI), also known as inborn errors of immunity (IEI) are a group of more than 450 rare, chronic conditions in which part of the body's immune system is missing or does not function correctly. These conditions are caused by hereditary genetic defects and can affect anyone, regardless of age, gender, or ethnicity.

Plasma Hero

Plasma Hero is an initiative of the Immune Deficiency Foundation to act as a resource designed to guide individuals through the journey of plasma donation, encourage others to donate, and better support those who rely on plasma-based products.

Primary Immunodeficiency Foundation



primaryimmune.org



idf@primaryimmune.org

PLASMA

Plasma is the straw-colored liquid portion of the blood that contains proteins that are essential for the human body, including antibodies and clotting factors.

Antibodies (known as immunoglobulins) play an important role in health and illness. Many patients living with rare diseases use plasma protein therapies to live.

Immunoglobulin (IG) is created from source plasma that is donated from healthy people. There is no other way to create this treatment, so patients who use plasma products rely on people to donate plasma through a safe, relatively quick process for which their time may be reimbursed.

Currently, companies that manufacture the therapies needed by our patient community (and hundreds of thousands of people across the world) are reporting a sharp decrease in the number of people who are donating plasma. This shortage creates a direct threat to the health and wellness of our patient population, who are treated with IG.

IG can only be created from human plasma donations, so it is vital that we encourage more plasma donations.

Aside from helping patients with rare diseases, plasma therapies can also help in emergency situations where people are experiencing burns, shock, or undergoing organ transplants or surgery.

We are looking for healthy adults to consider donating plasma. Chances are, you know someone who depends on source plasma donations to live. So, what can you do for them?



PLASMA COLLECTION

Plasma donation centers are all across the United States. Find the closest collection center to you by going to: [donatingplasma.org](https://www.donatingplasma.org)

Who Can Donate Plasma?

Healthy adults over 18 years old who weigh at least 110 pounds are eligible to donate. All individuals interested in donating must pass 2 medical exams, a medical history screening, and be tested for transmissible viruses (such as HIV or Hepatitis C).

How Long Does it Take?

The first time someone donates plasma, they spend about 2 hours going through the process. As a first-time donor, you must return to the center to give a second donation. Otherwise, your first plasma donation can't be used. The purpose of the second donation policy is to verify your initial health screening test results and keep people who use medicine created from source plasma safe. Each visit after takes about 90 minutes.

Does it Hurt to Donate?

Plasma donors compare the sensation to a bee sting. Plasma is collected through a process called plasmapheresis, which involves a needle placed into a vein that draws blood. The blood is then processed through a machine that separates the blood cells from the plasma. The blood is then returned to the donor's body.

Do You Get Paid for Donating Plasma?

In the U.S., most plasma donation centers will compensate you for your time spent at the center. Inquire with your local center for more information.



WHY COLLEGES SHOULD GET INVOLVED

We need colleges and universities to connect with students to encourage plasma donation in your community. College students are often healthy adults who are great candidates for donation.

Since plasma donation centers often reimburse donors for their time, many centers are located near college campuses where students are looking to complete service hours and earn some money.

We need your assistance to reach out to student organizations, groups, or clubs that you believe would be interested in learning more about plasma donation and potentially becoming donors.

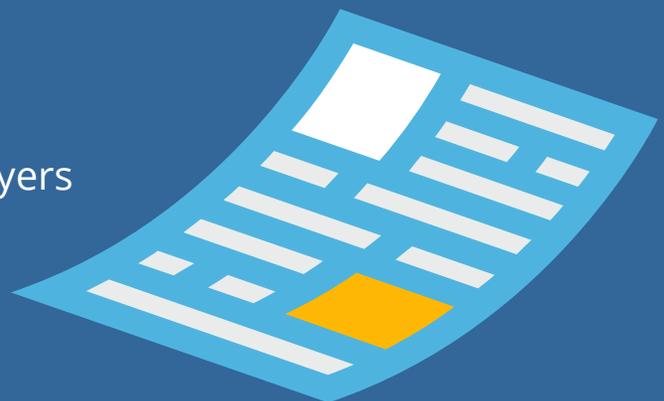
Examples of student groups to reach out to:

- Fraternity and Sorority Life
- Student Health Organizations
- Volunteer Organizations

Within this toolkit we will provide you with all of the necessary information and marketing materials to handout to students.

In this toolkit you will find:

- Social Media Posts
- Educational Pamphlets
- Educational and Promotional Flyers



FLYER DONATE PLASMA

DONATE PLASMA

Plasma is the straw-colored liquid portion of the blood that contains proteins that are essential for the human body, including antibodies and clotting factors. Many patients with chronic diseases rely on plasma products.

There is a major shortage of plasma donations in the United States and we need healthy donors to help ensure the health of people living with chronic diseases. Chances are you know someone who depends on source plasma donations to live. How can you help them? Donate plasma!

ELIGIBILITY

- 18 years or older
- At least 110 pounds
- Successfully pass a physical/health history exam

COMPENSATION

Many plasma donation centers will compensate you every time you donate. You can donate twice every 7 days.

TIME COMMITMENT

First-time donors will need 2 hours to complete the process and must return for a second donation. After your second visit, donations will take about 90 minutes.

FIND A DONATION CENTER



PROJECT
PLASMA

**If you would like to customize the flyer to fit your campaign, please contact ellie.herman@gbs-cidp.org*

**DOWNLOAD
THE FLYER**

PAMPHLET - ALL ABOUT PLASMA

WHAT IS PLASMA?

Plasma is the straw-colored liquid portion of the blood that contains proteins that are essential for the human body, including antibodies and clotting factors.

Many patients with chronic diseases rely on plasma products to treat their conditions.

FIND A DONATION CENTER NEAR YOU



SAVE A LIFE DONATE PLASMA



**If you would like to customize the pamphlet to fit your campaign, please contact ellie.herman@gbs-cidp.org*

**DOWNLOAD
THE PAMPHLET**

SOCIAL MEDIA POST DONATE PLASMA

**DONATE PLASMA,
SAVE A LIFE
AND GET
COMPENSATED**



**PROJECT
PLASMA**

**If you would like to customize the post
to fit your campaign, please contact
ellie.herman@gbs-cidp.org*

**DOWNLOAD
THE POST**

SOCIAL MEDIA POST DONATE PLASMA

SAVE A LIFE

DONATE PLASMA

Plasma donations help to create life-saving treatments for patients with rare diseases. Help save lives by becoming a donor!

**If you would like to customize the post to fit your campaign, please contact ellie.herman@gbs-cidp.org*

**DOWNLOAD
THE POST**

SOCIAL MEDIA POST PLASMA

PLASMA

Plasma is the straw-colored liquid portion of the blood.



Plasma contains proteins such as antibodies and clotting factors that are essential to the human body.



The antibodies in plasma play an important role in health and illness and are used to create life-saving treatments for patients with rare diseases.

**If you would like to customize the post to fit your campaign, please contact ellie.herman@gbs-cidp.org*

**DOWNLOAD
THE POST**

SOCIAL MEDIA POST PLASMA DONATION

Plasma Donation *for first-time donors*



**If you would like to customize the post
to fit your campaign, please contact
ellie.herman@gbs-cidp.org*

**DOWNLOAD
THE POST**

SOCIAL MEDIA POST PLASMA DONATION

DONOR ELIGIBILITY

To donate, you must be:



18+ years old



110+ LBS



in good health



within a certain radius
of the collection center

**If you would like to customize the post
to fit your campaign, please contact
ellie.herman@gbs-cidp.org*

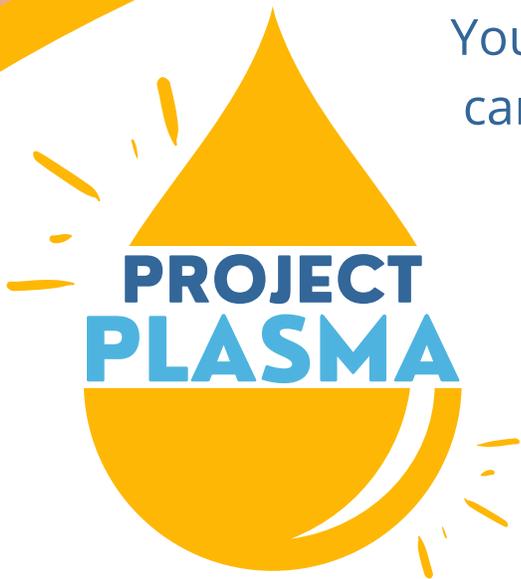
**DOWNLOAD
THE POST**

STUDENT GUIDE TO AN AWARENESS CAMPAIGN



**DOWNLOAD
THE FLYER**

THANK YOU FOR YOUR SUPPORT!



You've read through the toolkit, now what can you do? Reach out to student groups, hang flyers up in your building, post on social media, and encourage students interested in volunteering to check out plasma donation!

Please reach out to Advocacy Coordinator, Ellie Herman, at ellie.herman@gbs-cidp.org with any questions or ideas. We would be more than happy to work with you to encourage more plasma donations!