

FOR ALL THAT YOU DO, WE WANT TO REWARD YOU!

We are excited to announce a brand new incentive-based program to reward all of our pheresis donors! This year all platelet, plasma and double red cell donors will be able to take part in our brand new donor store! This store allows donors to earn points for each donation and redeem them for gift cards! The more you donate, the more points you earn towards awesome prizes in the donor store!

WHAT YOU NEED TO KNOW:

- First-time pheresis donors will receive a t-shirt in addition to points for their first donation of the year. Subsequent donations only accrue points for redemption in the donor store.
- Returning pheresis donors will only receive a t-shirt upon request and 650 points will be deducted from the donor's points for each t-shirt they request.
- No points are awarded for deferrals.
- Points expire 12 months after acquisition.
- Points are frozen after 6 months of inactivity and expire after 12 months.
- Store merchandise is subject to availability.
- Bonus Points are points issued one time and cannot be earned by registering additional phone numbers, emails or creating additional Donor Portal accounts.

DONOR STORE POINTS STRUCTURE			
DONATION	POINTS	DONATION	POINTS
1	200	13	650
2	300	14	650
3	400	15	650
4	400	16	650
5	450	17	650
6	450	18	650
7	550	19	700
8	550	20	700
9	550	21	725
10	550	22	750
11	550	23	775
12	550	24	800
BONUS POINTS			
ITEM		POINTS	
Opt Into Text Messaging		50	
Create Donor Portal Account		50	
Provide a Valid Email Address		50	
Schedule & Keep a MONDAY Appointment		50	

REDEEM YOUR POINTS FOR GIFT CARDS FROM:



TARGET



Don't like the choices you see?
We're happy to take your suggestions.

Refer A Friend
and Earn



Bonus Points

For every new platelet donor that you refer, you can earn 100 bonus points.

EARNING GIFT CARDS & REDEEMING POINTS IS EASY!

Redeeming points in the Donor Store is a snap. You can redeem your points as soon as you want or save them and work towards a higher level prize, but remember, points are frozen after 6 months of inactivity and expire after they are acquired.

- For example, say you donated twice, created your Donor Portal Account, opted into texting and provided a valid e-mail address. The example below shows how your points have accrued.
- The choice is yours—you can either redeem all of your points for a \$5 gift card or keep the points and work toward getting a higher valued gift card.
- To redeem your points, simply log into your Donor Portal Account. Click on the Store Tab and follow the instructions.

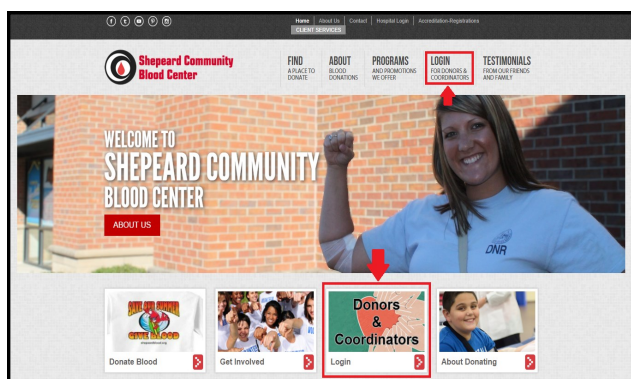
REDEMPTION CHART	
CARD VALUE (\$)	POINTS NEEDED
5	650
10	1300
15	1950
20	2600
30	3900
50	6500

EXAMPLE	
200	Donation 1
50	Created Donor Portal Account
50	Opted Into Texting
50	Provided Valid Email Address
<u>300</u>	<u>Donation 2</u>
650	Total Points Earned

HOW TO SET UP YOUR DONOR PORTAL ACCOUNT:

CREATING A DONOR PORTAL ACCOUNT:

- Log onto shepeardblood.org
- Click on either of the Login for Donors and Coordinators icons, as shown below
- Click on Donor Login
- Click on Create One Now located under the Log In icon
- Create your username and password



PROVIDING A VALID EMAIL ADDRESS & OPTING INTO TEXT MESSAGING:

- Log into your Donor Portal account
- Click My Account
- Click Communications Preferences
- Click + - Add New Email Address
- Enter your email address & check the box marked "Make Primary?" and press Save
- This will take you back to the Account Management page
- Click + - Add New Phone Number
- Enter your cell phone number with no symbols
- On Phone Type, select Mobile.
- Check the box marked "Allow Texting," then press Save.

If you have any questions about the Donor Store or setting up your Donor Portal account, please contact Melinda Woodell or Suzanne Fanning at 706.737.4551

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