

Be a part of something bigger than yourself



Donor Recognition Program

Vitalant wants to encourage frequent donations to keep the blood supply strong and avoid blood shortages. For blood donors who can give at least four times per year, there is a new frequent Donor Recognition Program. However, whole blood donors are strongly encouraged to maximize their efforts by giving the automated donation that can best help patients based on their blood type and other attributes. See table below.

With as few as four whole blood donations a year, donors will accumulate enough points for a thank-you gift. Or, give just two automated procedures to accrue enough points for a gift.

To participate, you must create an online donor account and opt in to the recognition program through the region in which you donate. Visit vitalant.org/recognition to view the areas and opt in.

POINTS ARE AWARDED BY DONATION TYPE

| Donation Type | Points Awarded* |
|---|---|
| Whole Blood | 200 points |
| Power Red | 400 points |
| All Plasma Types | 400 points |
| Platelets, including multiple component/ automated procedures that include platelets | 500 points (the maximum number of points for one procedure) |

**Points will be awarded for each successful donation. Points never expire if you give a successful donation within a rolling 15 months from the date of your last donation. If you opt out of the program, all points immediately expire.*

- Learn more about recommended blood donations based on blood type at vitalant.org/types-of-donation.
- For complete program information and frequently asked questions, visit vitalant.org/recognition.

There is no fee to join the Donor Recognition Program. Any personal information you provide during program enrollment will be handled in accordance with Vitalant's Privacy Policy. Vitalant reserves the right to change, suspend or end the Donor Recognition Program at any time, without notice. Donor Recognition Program points and redeemed items may not be used for reselling or profit. Additionally, gift cards must not be sold or transferred from the intended recipient. Vitalant may investigate any suspected violation or fraud, which may result in the immediate termination of the account in violation including the forfeiture of corresponding points, rewards and other benefits the member accrued. Any future participation in the Donor Recognition Program may also be denied. Vitalant may adjust your point balance at any time and without notice, due to computer error, technical issues, machine malfunction, employee error, customer error, fraud or any reason that Vitalant deems appropriate. Vitalant reserves the right to update the Donor Recognition Program rules at any time and without notice.

