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Kathryn Colelli
Alyssa Correll
Shannon Li
Jameson Loyal
Ryan Sofka

See next page for additional authors

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Authors
Kathryn Colelli, Alyssa Correll, Shannon Li, Jameson Loyal, Ryan Sofka, Jordan Taylor, Andrew Tranmer, Chris Frenette, and Mark Fung

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The Charitable Habits of Blood Donors
Kathryn Colelli, Alissa Correll, Shannon Li, Jameson Loyal, Ryan Sofka, Jordan Taylor, Andrew Tranner, Chris Frenette and Mark Fung
The University of Vermont College of Medicine and Medical Center  American Red Cross, Northern New England Region

Introduction
There is a need for a constant supply of blood and blood products (e.g., plasma and platelets) in the American health care system. Common recipients of blood include: patients at risk for major hemorrhage, patients with sickle cell anemia, patients undergoing surgery, and thrombocytopenia in neonatal patients. This demand is met through nationwide blood banks, such as the American Red Cross, and their blood donation programs. The American Red Cross relies solely on volunteer donors; thus, one of the most pressing issues facing this institution is getting donors in the door.

Through our survey questions we hope to uncover more factors that guide individuals in their philanthropic ways1-4. The overall goal of this research is focused on unveiling new opportunities for joint publicity. We investigated the factors that guide individuals in their philanthropic ways2-4. The American Red Cross, Northern New England Region

Methods
An anonymous 30 question survey was distributed to American Red Cross donation centers throughout Vermont and New Hampshire. The majority of questions provided 4-5 options that existed on a Likert sliding scale, while the remaining questions were mostly demographic in nature consisting of yes/no or numerical responses. The questions were designed to help us investigate the relationship between blood donation programs. The American Red Cross relies solely on volunteer donors; thus, one of the most pressing issues facing this institution is getting donors in the door.

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References