



The REDgatta

The Sailors' Virtual Blood Drive



SAILING INSTRUCTIONS and THEN SOME

Sept 6 – Oct 15 2016

Short and Sweet: See very last section.

INTRODUCTION: The REDgatta is virtual, competitive blood drive: “virtual,” but using real blood; “competitive,” in that points, prizes, and rum are involved. This is an opportunity for Sailors to turn all that rum you’ve been drinking into life-saving blood donations. It’s time to give back. Register your boat. Next, rally friends, relatives, co-workers, and happy strangers to donate blood to earn points for your team. When they make an appointment to donate using your boat’s link to the Red Cross site, your boat is credited with points.

The Organizing Authority of this event is Mass Bay Sailing Association, hosted by the American Red Cross “Sleeves up” site.

Eligibility: All recreational boat may enter a team. It’s all one level competition, so there’s no need for handicap certificates. You just need to know people willing to part with warm blood, plasma, or platelets.

Entry Fee: None.

The Red Cross Site and How to Register Your Boat

GENERAL INFO: The REDgatta virtual blood drive will be hosted by the Red Cross “Sleeves UP” site. This new site allows anyone to create and host a virtual blood drive. Each drive is what the Red Cross calls a “sleeves up campaign.” Each of our boats will be a Sleeves Up campaign. “Match-ups” are a way for individual campaigns to compete. One campaign (in this case, the boat *Wild Ride*) creates the Matchup and challenges others. Those boats accepting the challenge create their own “Sleeves Up” campaign by accepting an emailed challenge from the original campaign (Wild Ride). Each boat or campaign gets its own page on the site to post photos, write updates, post social media happenings, etc. The REDgatta (Match-up) page will have a leader board to list all the campaigns and the points earned in live time.

To REGISTER YOUR BOAT:

You’ll need a TEAM SKIPPER -- Team Skipper: This is the person who will serve as the contact person and chief cheerleader for your boat’s REDgatta team.

Have the Team skipper email redgatta@gmail.com by Sept 5th to let us know you want to compete.

The team skipper will receive an email challenge sent from the Red Cross site via the REDgatta. The email will announce the challenge and ask you to accept by clicking on the big, yellow ACCEPT button at the bottom of the page. Next, you’ll be asked to create an account, or what the Red Cross will call a “Sleeves Up campaign.” Your

campaign will automatically be added to the REDgatta Match-up. You must use this emailed link the email address used for emailing redgatta@gmail.com for setting up your page in order to be linked to REDgatta.

Your Sleeves Up campaign page: Name your campaign after your boat. On your boat's page, you may put up a large photo, captions, room to write a short story/plea to inspire people to donate blood. You'll be asked for a hashtag to post updatable social media pictures of what your team and donors are up to. The skipper can make changes to the page at any time. The page is visible to the general public after the start of the race on Sept 6th.

TO INVITE POTENTIAL DONORS: It's not like the old days; no need to keel haul or shanghai your donors. You can get the word out on facebook, twitter, Instagram, word-of-mouth, email blasts, fliers, handouts... When you register your boat, you will receive an email that includes a link to your campaign. The email has instructions on how to invite people to join your campaign.

Donors visit your campaign site and click on the big PLEDGE button. They will be asked for their name, email, and zip code. From there, the site will list all the donation centers and blood drives near that donor anywhere in the USA. Your donor can make an appointment to donate real blood/platelets (not virtual blood --for those who keep asking) at their convenience and your boat will earn the points.

For Support Material: Go To Massbaysailing.org to download fillable pdf's to use as fliers, email blasts, and handouts. The fillable pdf's have two spaces to fill: one for your boat name, the second for the URL your boat is assigned by the Red Cross. You'll find it on the email sent to you after you create your boat's campaign. The REDgatta logo is also posted for you to use in your own promotional material.

QUESTIONS: EMAIL US redgatta@gmail.com or call the 1-800 number on the red cross site.

SCORE BOARD: Anyone can watch the competition in **live time** at the REDgatta page leader board.

Splits: There's no need for rating splits, but because the Red Cross Matchup sites works best with under 50 campaigns, we'll start the "REDgatta B fleet" after 50 boats sign up. All A fleet (1st Redgatta) and B fleet boats are in one big competition. The split is simply to accommodate the site's capacity.

INFORMATION ABOUT DONATIONS:

The Red Cross site is a great resource for anyone with questions about donating blood, platelets, plasma, or double blood cells. Go to Redcross.org and check out "Giving Blood." It gives info on what's involved with each type of donation, the average time required per donation, requirements if any, how often a donor can give. Tips on how to prepare and ensure a successful donation are terrific.

STRATEGY:

Getting numbers of people to donate is the best way to generate points! But you should also consider and encourage people to think about platelets and/or plasma to maximize points contributed by a single donor. Donors are allowed to give one pint of blood every 56 days, but they can give platelets every week. Each donation is one point. So the blood donor brings in one point while the platelet donor can bring in up to 6 points (that's ambitious!). Check out the following table to compare donation types.

Donation Type	Donation Frequency*	Potential points for your boat
Blood (whole blood)	Every 56 days	1
Platelets	Every 7 days, up to 24 times / year	6
Plasma	Every 28 days, up to 13 times / year	2
Double Red Cells	Every 112 days, up to 3 times / year	1

Note: often plasma and platelets are given together. If you wish to give a maximum amount in the month, start giving platelets and wait until your last donation visit to give both.

WHAT IF A DONOR IS TURNED DOWN?

If a donor is rejected or unable to give blood on the day of the appointment, they can reschedule (if it's a matter of not feeling well that day or needing a bit more iron). If they discover they are unable to give blood, points will still be awarded for the good faith effort and ol' college try. Thank you for showing up for the appointment and trying to donate.

Final Tally: After the completion, the Red Cross will see how many pints were actually donated per team versus pledged. The information will be helpful and hopefully show how successful the program can be!

PRIZES:

Overall REDgatta: First, Second, and Third prizes will be awarded at the Mass Bay Sailing awards in November. Stay tuned for updates on what that includes. I hear there's rum involved.

BURGEES/FLAGS:

For the first 25 boats to reach 10 pints of blood/donations. The flag will sport the REDgatta logo and have space to add blood drops for additional years of participation. Don't be caught sailing this fall without the latest in sailing accessories! Get out there and earn your banner!

PROGRESS RACES:

Several area regattas have agreed to participate in "Progress Races." What?? This is an opportunity to have your ratings adjusted in YOUR favor according to how many REDgatta points your boat has earned to date. These adjusted ratings do not affect your correct times for the official scores of the day's regatta.

A special 1st, 2nd, 3rd of unique prizes will be awarded according to your new rating (combo of your regular rating adjusted with blood points tallied into your day's racing time). Those regattas to date are:

The Great Chase – Hull Yacht Club- Sept 10

Jubilee Annual Regatta, Jubilee YC- Sept 10

The Chowder Cup – Hingham Bay PHRF- Sept 24

Short and Sweet:

- Enter by emailing Redgatta@gmail.com.
- We'll send you a link. Hit the big yellow ACCEPT button and follow the instructions to set up your boat's Sleeves Up campaign for the REDgatta You must use the same email to set up your campaign that you sent to regatta@gmail.com.
- Get friends from anywhere in the USA to donate blood, platelets, or plasma via this site.