Hero in Me: Frequently Asked Questions

How do I become a member of the "Hero in Me" Donor Rewards Program?

Anyone who gives whole blood or blood components (red blood cells, plasma or platelets) on or after January 1, 2012, is automatically enrolled as a member of the "Hero in Me" Donor Rewards Program.

What are the rewards levels?

Whole blood, plasma, and platelet donors reach reward levels as follows:

One donation per calendar year	Bronze Level
Two donations per calendar year	Silver Level
Three or more donations per calendar year	Gold Level

Since double red cell donors cannot donate as often as whole blood, platelet, and plasma donors; double red cell donors advance two levels (with the Gold Level being the highest) with each donation.

What happens with my rewards level at the end of the year?

The program is based on a calendar year—January 1st through December 31st. Your level at the end of a calendar year is the level at which you will begin the following year.

How do I earn points?

1. Donate blood. You earn 100 points each time you donate whole blood. Double red cell donors earn 200 points with each donation.
2. Read this page. By coming to this page, you've earned 100 points (applies one time only).
3. Keep your donation appointment. You earn 100 points each time you make and keep an appointment that:
   a. You've made online at www.inbcsaves.org.
   b. Your blood drive coordinator made online for you at www.inbcsaves.org.
   c. We made for you when we called you.
4. Become a Gold Level donor. Gold Level donors earn 100 bonus points with each donation.
5. Donate blood every year. Earn 100 extra points for your first donation each year.

How are plasma and platelet donors rewarded?

Plasma and platelet donors earn 100 points and move up one reward level with each donation. Plasma and platelet donors can donate many more times than whole blood or double red cell donors throughout the year, building their reward points and reward levels quickly. However, we ask that you consider your blood type before choosing your donation type. For example, we ask that O-negative donors give double red cell donations if they qualify. If you are unsure as to what type of donation you should give, please call (800) 423-0151.

Do I still earn points even though I have been deferred?

Yes. If you have made an online appointment and kept it, you will receive 100 points. However, because you were unable to donate you will not receive points for a blood donation.

Inland Northwest Blood Center
210 West Cataldo Avenue
Spokane, WA 99201
www.inbcsaves.org
800-423-0151

Inland Northwest Blood Center

Will I receive any points for my donations prior to January 1, 2012?

No. The "Hero in Me" Donor Rewards Program began January 1, 2012. You will receive points for donations given on or after January 1, 2012. You will still be able to view your previous donations under the "Hero Profile" in your online Donor Hero History.

What information is available in my Donor Hero History?

Your Donor Hero History is your online personal account and can help you keep track of your donations, reward status, appointments and wellness information (such as your total cholesterol level).

Will I be able to see donations I've made at blood centers not affiliated with Inland Northwest Blood Center?

We do appreciate your support of other blood centers' efforts to save lives. You will only see the donations you've made at Inland Northwest Blood Center. Only those donations count toward the program.

I am a Gold Level donor. When will I get my gold donor card?

You will receive your gold donor card approximately 8 weeks after your first Gold Level donation. If you need a replacement card, please call (800) 423-0151.

I don't have a computer. How can I access my donation information?

Simply call the Inland Northwest Blood Center at 800-423-0151 and ask to speak to the Donor Recruitment Department. A customer service representative will be able to access "My Hero History" for you to give you the information you need.

How soon after I donate will my "Donation History" be updated?

Please allow 48 hours for us to update your "Donation History". If you do not see your donation at that time, please call Inland Northwest Blood Center at 800-423-0151.

How do I access the online Hero Rewards Donor Store and begin redeeming points?

You will need at least 200 points to begin redeeming your points for thank-you gifts, but you can see the available items anytime. You can also donate your points back to Inland Northwest Blood Center with as few as 200 points. Click on the "Hero Rewards" button in your Donor Hero History to view the Rewards Store and begin redeeming your points.

How come I can't see when I'm eligible to donate again?

Determining your next eligible donation date involves complex calculations. We are in the process of adding this feature to your Donor Hero History. In the meantime, please contact the Inland Northwest Blood Center at 800-423-0151 to get this information.

May I transfer my points to someone else?

No. These points are one of the ways that we thank you for saving lives by donating blood. They cannot be transferred to another person. We appreciate that you might not wish to use them for yourself and if you so choose, you may donate them back to the Inland Northwest Blood Center through the Rewards Store. (See "May I give points back?")

Do my points ever expire?

You can use your points any time during the 24 months after you earn them. Unused points become non-redeemable at the beginning of the 25th month after the date they were awarded.

For example, if you earned 100 points for making and keeping your donation appointment on January 23, 2012, you would then have 24 months to redeem them for items in the Hero Rewards Donor Store or donate those active points back to the Inland Northwest Blood Center. If you didn't use them, those 100 points would become non-redeemable on February 1, 2014.

Additionally, if you opt out of the program, your points will become non-redeemable at the end of that calendar year unless you re-enroll by December 31st.

We reserve the right to change this policy at any time without notice.

May I give points back?

Yes. You may choose to donate your points back to the blood center by choosing the "Donate Points Back" button in the Hero Rewards Donor Store.

Why do I have to enter my donor ID to view my Donor Hero History?

For your protection, entering your donor ID and password allows us to verify that we are matching the right data (such as blood type and cholesterol level) with the right donor. If you do not have your donor ID card available when logging in, click the "I forgot my donor ID" link and our program will ask you a few questions to find your donor ID number online.

May I opt out of receiving emails?

Yes. Simply click the "unsubscribe" option on the bottom of any email. We send information that we think is important to you as a loyal blood donor. Some of these emails update you on your reward benefits and donation information. You can also opt out from receiving future e-mails by sending an e-mail to the bloodcenter@inbcsaves.org and putting "unsubscribe" in the subject line.

May I opt out of the "Hero in Me" Donor Rewards Program should I choose not to participate?

Yes. You may choose to opt out of the program by visiting www.inbcsaves.org. Log in, click on the "Donor Program" button, and choosing the "opt out" option at the bottom of the screen. Once you are opted out, you will no longer be able to view your points or reward level status. We will keep a record of any points you accumulate during the calendar year; however, those points will become inactive if you do not re-enroll within the calendar year.

If I have opted out of the program, may I re-enroll?

Yes. If you re-enroll within the same calendar year that you opted out, you will receive the reward level status and points you achieved during the time you were opted out. To re-enroll, go to www.inbcsaves.org, log in, and click the link "Click here to re-enroll in the Hero in Me program" at the right.