

HOMETOWN HEROES GUIDELINES

Are you a Hometown Hero?

Nebraska Community Blood Bank is giving back to communities located outside the Lincoln and Omaha city limits who join in our mission to help save lives. Throughout the summer, the *Hometown Heroes* blood drive campaign awards communities that pull together for the cause of blood donation. *Hometown Heroes* is an unique opportunity to earn monetary awards towards the funding of a community project. Read these guidelines to see if your community could become a hometown of heroes.

- Every community outside Lincoln and Omaha city limits is eligible to participate by hosting a blood drive in the *Hometown Heroes* campaign. There is no limit to the number of blood drives your community holds, and awards will be allocated based on the total collections combined.
- Based on the success of your community's blood drive(s), you'll have the opportunity to win up to \$1,500 toward the funding of a project in your community. Awards may not be used towards a general fund.
- The *Hometown Heroes* campaign runs Memorial Day through Labor Day. This campaign helps encourage blood donation over the summer, a time when the need for blood donors is great.
- A donor recruitment representative from Nebraska Community Blood Bank will work with you to determine appropriate registration and collection goals that must be met.
- Approval for use of awarded funds must be obtained by Nebraska Community Blood Bank prior to check distribution.
- Winning communities must disclose to Nebraska Community Blood Bank how the awarded funds were spent. This information, including participating communities, may be used for future promotion of *Hometown Heroes*.



Learning your child has cancer—a living nightmare for any parent—inspires Super Hero Austin and his family to call upon their extraordinary powers of love and creativity in their fight to save his life.

**READ AUSTIN'S FULL STORY
AT NCBB.ORG**

HOW TO EARN	AWARD AMOUNT
Meet your registration or collection goal and receive an award for every unit collected	\$7.00/unit
Community with the greatest increase in total units collected from previous year's <i>Hometown Heroes</i> blood drive(s)	BONUS! \$250
Community with the largest number of new blood donors	BONUS! \$250
New blood drive group collecting the largest number of units of blood	BONUS! \$250
Total award for your next community project (Funds awarded in September)	up to \$1,500!

 **Nebraska**
Community Blood Bank
A Division of Innovative Blood Resources



NCBB.ORG | 1-877-486-9414

**BECOME A HOMETOWN HERO. CONTACT US TODAY TO HELP
SAVE AND SUSTAIN LIVES IN OUR COMMUNITIES.**

blooddrives@ncbb.org | 402-486-9414 | NCBB.ORG/HEROES