

# Coordinator e-News

## Donation Appointments

Many blood drive coordinators have found that scheduling donors ensures a high level of participation and a smooth blood drive. However, some coordinators find it a challenge to fill the appointment schedule in advance. In the past, coordinators have used two strategies to successfully fill their blood drive schedules: donor education and personal donation invitations.

Donor education lets donors know why it is important to sign up for an appointment. Many donors do not realize that placing their name on the schedule reduces their potential wait time. When each slot on the schedule is full, this helps blood center staff regulate donor flow, allowing them to maximize their efforts in serving the donors and providing the best possible service.

Explaining this to donors helps them understand that signing up on the schedule (instead of choosing to walk-in), makes a real difference. When donors sign up in advance, they are helping themselves, donors, and staff.

Personally asking people to sign up for a slot on the schedule can also make a

big difference. When people are individually asked to donate blood, they often have a sense of ownership and responsibility for the blood drive. Posters, table tents, and postcards can increase awareness of a blood drive, but they do not replace a personal invitation.

It is much easier to bypass a poster than to say "no" to someone who is standing directly in front of you with a sign-up sheet in hand!

### Keep in Touch...

If your schedule is full and more people still want to donate (or if the schedule is not full) please keep in touch with your Recruiter.

If the schedule is full, we may be able to increase donation slots. If the slots are not filled, we may reduce staff to increase our efficiency levels.

We appreciate your partnership as we work together to plan the best possible blood drive!

## A Personal Invitation

*If asking people to sign up for the blood drive is intimidating, try using this script:*

**"I'm coordinating our blood drive with the Community Blood Center on (date). The blood drive will help ensure that local hospital patients get the blood they need. Can I schedule you for a donation appointment?"**

→ If they say "yes," continue with script

→ If they say "no," say, "Thanks for your time!"

→ If they say "I don't know," say, "The actual donation is under 15 minutes, and the entire process takes under an hour."

→ If they say "I can't give because \_\_," say, "Eligibility requirements sometimes change, and I encourage you to call the blood center at 1-800-280-4102 to ask about current donation guidelines."

**Our drive runs from (time to time). What time works best for you?**

→ Write the donor's name in the time slot on the schedule and thank them for signing up for the blood drive

## Scheduling Tools

The Community Blood Center uses tools for scheduling donors, and we'd love to share! If you're interested in learning more about these resources, please speak with your Recruiter:

### Blood Donation Appointment Cards:

After someone signs up on the schedule, write down the date & time of their donation appointment on this small card, and give it to the donor to keep. It will help them remember their appointment, and also contains information on how to prepare for their blood donation.



### Sign-Up Stickers

These stickers say "I signed up to save a life." People are more likely to participate in something when they know someone else is doing it too. These stickers identify your donors and help spread the word about the drive!



### Online Scheduling Tools

If you use eDonor, our online donor scheduling system, you can access:

- Email Templates: ask people to donate, or remind them of their appointment
- "Hot Prospects:" a list of donors who have made appointments online in the past but are not scheduled for current blood drives
- Online Appointment Schedule: shows which time slots are filled (or empty)

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## March Coordinator of the Month

Kelly Vanderloop from Mondri Akrosil, LLC set the pace as a true leader in the midst of this recession.

The March blood drive landed on a week where many of Kelly's co-workers were laid off. Rather than canceling the drive, Kelly rallied her co-workers to come back and donate on their time.

Thank you Kelly, for your outstanding leadership!

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