

Coordinator e-News

Blood Drive Committees

Coordinating blood drives can sometimes be challenging and time-consuming. Hanging posters, scheduling appointments, and making reminder phone calls can be difficult for one person to accomplish.

We would like to offer a solution that can be summed up in three words... "blood drive committee."

Committees can offer great benefits such as:

- New and creative ideas to help you reach your goals
- Greater outreach to aid in educating and scheduling donors
- Task sharing (one person can be in charge of hanging posters and the other in charge of scheduling donor appointments)

Recently, Appleton (formerly known as Appleton Papers) found tremendous



success in forming a blood drive committee. The success began with a brainstorming meeting. The group discussed opportunities and ideas that would increase participation in the blood drive program. Some of those ideas included:

- Incentives for donors

- Gaining support from management by personally asking them to donate at the drive
- Better use of promotions
- Using local statistics to help educate employees about the importance of donating

The blood drive was record-breaking and was the most successful drive since 1983, when Appleton first began hosting blood drives. Chris, Heather, Robin and Donna did an outstanding job!

Thanks to the Appleton blood drive committee and employees, for your outstanding support. Congratulations on your blood drive success!

If you are interested in forming a blood drive committee, please contact your DR Specialist. We will be happy to help you get started!

July Coordinator of the Month

Congratulations to Sally Quella from St. Peter and Paul Church community blood drive in Hortonville for being our July coordinator of the month!

Sally added an extra blood drive during the much-needed summer months and went above and beyond to make the blood drive a wonderful life-saving event!

Sally called people who had given at past blood drives. After church services, she personally asked everyone if they would like to participate in the blood drive. She also greeted all of the donors at the blood drive and thanked them for their support.

Way to go, Sally! You are truly a life saver!

Gallon Grad Program Starts This Year!

As our population ages and *needs* the blood it once donated, we find that we have a significant challenge ahead of us. We need to replace the baby boomer generation, the largest group of blood donors, with new donors.

We can meet this challenge by encouraging our high school students to become the next "greatest generation."

Currently, high school donors contribute 15% of our community's blood supply.

Research tells us that if a person donates blood 3 or more times per year, blood donation becomes a lifesaving habit that will stay with them for life.

In order to recognize those students who are committed blood donors and lifesavers, we have instituted the *Gallon*

Grad Award.

The program celebrates students who donate a gallon of blood during their high school career (8 donations). These students will be honored with a Red Honor Tassel and a Gallon Grad Award Certificate.

We plan to distribute the tassels and certificates to students at a high school awards ceremony in the spring, which gives us another opportunity to thank and recognize the student and the high school.

Please help us encourage our youth to make blood donation an important part of their lives.

If you have any questions about this new program, call Jill Kohl at (920) 738-3131 ext. 3013

Save the Date...Coordinator University Fall Class...Thursday, October 16...9:00 am.-12:30 p.m.