

Coordinator e-News



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A New Tool for You!

Robin's Story



Robin was 18 when she was diagnosed with aplastic anemia. In 1998, she received her first blood transfusion: 2 units of red blood cells.

Robin says, "While I was receiving the transfusion, I could feel the energy coming back to my body. My mom says she could literally see the color returning to my face."

During her treatments, Robin suffered severe seizures, was taken to the hospital in a life-flight helicopter and read her last rites. Robin's doctors and family didn't know if she would pull through. But she began a slow recovery, receiving blood transfusions when they were needed.

Robin reflects, "I hadn't really thought about blood transfusions before. But it really hit me that blood donations are always needed. And they really help save people's lives."

Help someone like Robin—
Donate at our

Blood Drive


PLACE
DATE
TIME TO TIME.

Call NAME
at NUMBER
to schedule your
donation appointment.



We are excited to unveil a new tool for you to use in recruiting donors for your blood drive! Two new ePosters have been added to the list of promotional materials available for your use. Both of these ePosters not only include the specific information for your blood drive, but they also contain a photo and story of a recipient whose life has been touched by blood donation. If you are interested in receiving these new ePosters for your next blood drive, please contact your recruiter.

Lisa's Story



After giving birth to her first child 10 years ago, Lisa had a clot and needed 2 units of blood.

Three years later when her second child was born, Lisa's placenta didn't come out as it should.

The doctors were able to stop the bleeding, but only after Lisa had lost a lot of blood. Lisa was transfused with 3 units of blood.

Lisa was diagnosed with placenta accreta. It's a rare complication when the placenta does not detach from the mother's body, and can cause severe bleeding.

"If I hadn't received those blood transfusions, I wouldn't be alive. Thank you for giving blood!" Lisa says.

Help someone like Lisa—
Donate at our

Blood Drive

PLACE
DATE
TIME TO TIME.

Call NAME
at NUMBER
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donation appointment.



Win a \$100 Gift Card OR a Donation on Your Behalf to a Not-for-Profit Organization

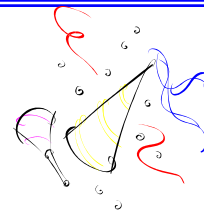


Any coordinator using eDonor from **November 1, 2011 through April 30, 2012** will be entered in a drawing for a \$100 gift card or a donation to a not-for-profit organization!

If you already use eDonor to schedule donors for upcoming blood drives, you'll be automatically entered!

Are you interested in using eDonor? Contact your blood center Recruiter to learn more!

Information Alert: In 2012, eDonor will only be supported on IE7 (Internet Explorer) and higher versions, as well as the current versions on the modern major browsers (Firefox, Chrome, Safari).



Happy 2012!

Each year, people all over the world make a promise to themselves to do better in the upcoming year— they strive to make a daily trip to work out at the gym, do one new thing each day, pay off their debts... the list is endless. In 2012, focus your resolution on helping others in need— donate blood! Blood donations make it possible for patients to see another New Year, and make a new resolution too!

Blood Center's Policy on Conceal & Carry Law

The Community Blood Center is committed to providing a safe environment to employees, donors, and volunteers. The blood center does not allow concealed weapons during the blood donation process nor are staff allowed to hold weapons on behalf of donors. Signs at the registration table for drives serve as a reminder for the policy.



Click here to check out the Community Blood Center on Facebook!

Coordinator e-News

Coordinators of the Quarter

★ The Fox Valley Coordinator of the Quarter goes out to Cindy from Convergys. Cindy held a blood drive just before the holidays on December 20, during a critical time for the Community Blood Center. Cindy heard about the gift wrapping promotion that is offered to donors who donate at the Appleton center and made herself available all afternoon to offer the same promotion to her donors at Convergys. She also utilized our Christmas theme box to create an extra festive environment and supplied donors with holiday treats prior to donating. Since her last drive, Cindy has also started to utilize eDonor and reached out to a helper in another department to recruit extra donors for each drive. Great work, Cindy – we are lucky to have you as a blood drive coordinator!

★ The Northwoods Coordinator of the Quarter is Elaine Peter. Elaine was a new coordinator for the VFW in Eagle River and had an awesome blood drive. She personally asked the VFW members, her church members, and her friends at the Senior Center to come to the drive. She recruited 23 donors- 13 of those were new donors! “Asking people to donate is the key,” she said. She was very surprised at the number of people who can’t donate. Thanks so much Elaine for a fantastic first drive at the VFW!

Best Practices of the Quarter

★ Debi Bartel at East Wisconsin Savings Bank in Little Chute holds her drives on Friday afternoons. If a donor isn’t able to make it to their drive, she encourages them to donate at a donor center the week before or after her drive. Debi has her recruiter check for the donations made at the blood center and then those donors are entered into her prize drawing as well. This is a great idea to keep track of all your donors both at your drives and the ones who are on a regular schedule with a donor center.

★ Andrea Kramer from Outlook Group does a drawing for the December blood drive and picks one lucky donor to win the use of the “Premier Parking Spot”, which is right next to the entrance!

★ Paula Mathes and Roxanne Baltus of Aurora Medical Center hosted a Christmas blood drive in December. They made arrangements for Santa and his elves to visit with the donors. Paula and Roxanne even got a signed football from the Green Bay Packers to do a drawing for all who signed in to donate at the blood drive. Christmas came early for the donors of Aurora Medical Center!

★ The Oneida County Courthouse drive had an Aaron Rogers Green Bay Packers jersey that they used in a drawing for all donors who signed in to donate at the drive. Linda Herrimann, the coordinator, did a wonderful job recruiting donors and handling the drawing for the Packers jersey. All the donors were excited and wanted to win the jersey. Many thanks to Linda for a great incentive which made a wonderful drive!

Big Red’s Quick Fact #48:

A **newborn baby** has about **1 CUP** of **blood** in their body.

