

Coordinator e-News



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Let's Talk It Up!

The Community Blood Center is always looking for ways to educate people about the importance of blood donation. Do you have an opportunity for us?

Big or small, it doesn't matter the size— we'll be there to talk! We would love to visit with your civic group, church group, safety meeting, employee forum or student group and share how to make blood donation a rewarding experience for the patients and for you. Really, we like to talk so... if we can find a group willing to listen, we will be there! Please give your Recruiter a call if you find a venue for us to share a bit about the Community Blood Center.



Our Blood Center Family is Growing

We are excited to share that Amy Sabee, Donor Recruitment Specialist for Outagamie and Waupaca Counties, is expecting her first baby on January 25! She will be on maternity leave through most of April. Amy will be contacting all of her sponsor groups by the first of the year to let you know who you will be working with during her leave.

EXTRA! EXTRA! READ ALL ABOUT IT! THERE'S A NEW COORDINATOR HANDBOOK!

Click on the link for a copy of the updated Coordinator Handbook. If you have an older printed copy of the handbook, please discard it. If you would like a new printed version, please contact your Recruiter.

<http://www.communityblood.org/resources/h003coordinatorhandbook1.pdf>

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).



THE COSTUMES ARE M.I.A.!

Throughout the year, the Community Blood Center shares the blood drop costumes and Lifesaver costume with sponsor groups who would like to utilize them. Somehow, after the last school year, we seem to have misplaced them. Do you know where they are? If you have any information regarding the missing costumes, please call your Recruiter.

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Coordinators of the Quarter

★ The Fox Valley Coordinator of the Quarter goes out to two coordinators this time; Marv & Mary Anne Nielson from the Kiwanis Wautoma are in the Quarter 3 spotlight. Marv & Mary Anne are passionate about blood donations! Before each blood drive they write an article for the local newspaper to promote the blood drive. They personally call over 130 donors to schedule appointments, spend the entire day at the blood drive to help, make reminder calls and visit with the donors. They also arrange a full spread of wonderful homemade treats for the donors. Marv & Mary Anne do a wonderful job organizing the blood drives and are a pleasure to work with!

★ The Northwoods Coordinator of the Quarter is Darlene Johnson. Darlene is the coordinator of Katie's Blood Drive in Iron Mountain, MI. Darlene did an outstanding job putting together a huge community-wide blood drive in 3 weeks! She had a team of volunteers and they plastered the whole town with posters; everyone within a 30-mile radius knew about the drive! It was a special blood drive with the purpose of obtaining O- blood for Katie, who needed surgery and a supply of her blood type on hand. The blood drive was 8 hours and we had over 188 donors show up in support of Katie and other hospital patients. Thank you so much, Darlene, and your team of volunteers!!!

Best Practices of the Quarter

★ Appleton Papers shares a story about a person who needed blood a week before each blood drive. They email a different story prior to their blood drives to all their employees. These testimonials can really make a big impact on potential donors, or be the tipping point for someone who may have been hesitating to donate. If this is something you would like to do, just let your Recruiter know and we can send you the stories before your next drive.

★ Fidelity Bank has their annual blood drive in conjunction with their customer appreciation week. All customers who decide to donate are treated to a delicious luncheon at the bank and have their name entered into a drawing to win one of two \$50 gas cards. Thank you to Pat and the team at Fidelity for going above and beyond to recruit donors!

★ UW-Oshkosh had their student Design department create a video promoting the blood drive. This video was shown on campus TVs the week prior to the blood drive. We've seen quite an increase in participation! Thank you to Mike and the wonderful students of UW-Oshkosh for making the blood drives fun and exciting!

★ Andy Holmquist, coordinator for the Spirit Baptist Church Blood Drive, always makes the best cookies. All his neighbors in this rural community come to the blood drive to see what kind of cookies Andy made this time! The donors munch on Andy's cookies and visit with neighbors. It's a nice social event. Thanks so much, Andy!



Big Red's Quick Fact #36:

The **#1 reason** blood donors say they **GIVE** is because they "**want to help others.**"

