

Coordinator e-News



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Summer Blood Needs

Blood donations drop during the summer, even though the need for blood remains constant. Your summer blood drive will help ensure that hospitals can receive the blood that they need during this crucial time.

Please spread the word about the importance of the upcoming blood drive! Feel free to share the talking points at right when you ask people to schedule donation appointments, or share them with potential donors in emails, newsletter articles, or other publications.

Invite us to your picnic!

If your organization is holding a summer picnic, it might be a great way to incorporate altruism into your event! If you are interested in having a blood drive at your picnic, please contact your blood center representative.



**Did you know...
Some of our sponsor organizations include blood donations in their wellness plans!**

If your organization has a wellness plan, talk to the planning committee and include giving blood as an activity!



Talking Points: Growing Summer Blood Drives

Blood donations decrease each summer. Many people take vacations or head "up north" in the summer. And 15% of blood donations are collected at school blood drives, which do not run during the summer. It is very challenging to collect enough donations in June, July and August.

There is a constant need for blood.

Hospital patients receive blood transfusions 24 hours of the day, 365 days of the year. Hospitals receive regular shipments of blood from the Community Blood Center, and some hospitals use hundreds of units of blood each month. The need for blood doesn't take a summer break!

A successful blood drive will help ensure that hospitals get the blood they need at this crucial time. The blood drive will be held on DATE, from TIME to TIME at LOCATION. Our goal is to have XX people give blood.

It doesn't take that much time to donate- the actual blood donation lasts less than 15 minutes, and the entire process takes under an hour. Most of us would give an hour to help our

parent, spouse, or child, and we are asking people to donate so that another family can benefit from the lifesaving gift of a blood transfusion.

Please schedule your donation appointment today. Call NAME at PHONE NUMBER, email NAME at EMAIL ADDRESS, or go to www.save3lives.org, using sponsor code XX.

When you give blood, you help save lives! If you can donate blood, please do so. If you can't give blood, encourage your friends and colleagues to do so. If you're not sure if you can give blood, call the Community Blood Center at (800)280-4102 and ask them your questions about blood donation. They have trained staff on hand, and they'll be happy to answer your questions. You can also learn more about blood donation at www.communityblood.org.

Thanks in advance for helping out at this crucial time!

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Recognizing 2010



The Community Blood Center recognizes the important contributions of organizations that host at least two blood drives per year, and meet or exceed their annual goal.

The 2010 Fox Valley Coordinator & Sponsor Awards winners were recognized on April 14 at the Coordinator & Sponsor Recognition Breakfast. Northwood sponsors are being recognized individually.

The Coordinator & Sponsor Award program is designed to:

- Strengthen partnerships
- Recognize blood drive program achievements
- Celebrate outstanding blood drive coordinators
- Motivate and challenge blood drive sponsors

Please see below for the Fox Valley Award winners, and the following page highlighting the Northwoods' award winners for 2010.

2010 Fox Valley Award Winners

Small Business

Platinum: Curwood of Neenah
Diamond: Thedacare at Home
Gold: OEC Graphics, Inc.
Silver: Mondri
Bronze: J.J. Plank Corporation

Mid-Sized Business

Platinum: Kimberly-Clark West
Diamond: Kimberly-Clark
Experimental Mill
Gold: Network Health Plan
Silver: Jewelers Mutual
Insurance Company
Bronze: US Bank Consumer
Loan & Lease Operations

Large Business

Platinum: Thrivent Financial for
Lutherans
Diamond: Gulfstream Aerospace
Corporation
Gold: Appleton
Silver: J.J. Keller & Associates,
Inc.
Bronze: Curwood Inc., A Bemis
Company

Community

Platinum: Berlin Community
Diamond: Wautoma
Community- American Legion,
Post 317
Diamond: Wautoma
Community- Kiwanis
Gold: Riverside Medical Center
Gold: Waupaca Kiwanis
Gold: Waupaca Breakfast
Rotary Club
Silver: M & I Bank for Seymour
Community
Bronze: Manawa Community

Hospitals

Platinum: Theda Clark Medical
Center
Diamond: Appleton Medical
Center
Gold: Aurora Medical Center
Silver: Calumet Medical Center
Bronze: Community Health
Network, Berlin Memorial
Hospital

Small Church

Platinum: Mt. Olive Lutheran
Church and School
Diamond: St. John United
Church of Christ
Gold: Faith United Methodist
Church
Silver: All Saints Lutheran
Church

Large Church

Platinum: Ss. Peter & Paul
Church
Diamond: Emanuel Lutheran
Church
Gold: First Presbyterian Church
Silver: Faith Community Church

Small School

Platinum: Oshkosh West High
School
Diamond: St. Mary's Central
High School
Gold: Hilbert High School
Silver: Manawa High School
Bronze: Lourdes High School

Mid-Sized School

Platinum: Winneconne
High School
Diamond: Freedom High School
Gold: Xavier High School
Student Government
Silver: Fox Valley Lutheran
High School
Bronze: Little Chute High School

Large School

Platinum: Oshkosh North
High School Leadership Class
Platinum: Neenah High School
Diamond: Appleton West
High School
Gold: Hortonville High School
Silver: Appleton North High
School
Bronze: Seymour High School
Science Club

Award For Overall Excellence:
Appleton Coated, LLC

Coordinator of the Year:
Rick Swartz of Oshkosh North High School

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2010 Northwoods Award Winners

Mid-Sized Business

Agra Industries

Church

Immanuel Evangelical
Lutheran Church

Community

Sugar Camp
Community Mercer
Lioness

Large Business

Church Mutual
Insurance Company

Schools

Lakeland Union High School
Merrill High School

Hospital

Ministry Sacred Heart
Hospital

Coordinator of the Year:
Becky Gibson of Marshfield Clinic

So, ya'll wanna be in the pictures?

Taking pictures at your blood drive can be a great way to recognize donors, and help spread the word about blood drives!

control of the donation area and protect blood donor privacy, blood center staff members follow certain procedures for picture-taking at blood drives.

If you want pictures taken or plan to take pictures at the blood drive please contact your Community Blood Center recruiter in advance. To help maintain



Coordinators of the Quarter

★ The Fox Valley Coordinator of the Quarter is Sandy Schumacher from Bugtussel Wireless/Hilbert Community Drive! Sandy did a phenomenal job making sure her blood drive was successful. Sandy holds blood drives to coincide with the High School blood drives to make sure everyone in Hilbert has an opportunity to donate often. Sandy bakes cookies and secured donations from Subway and other restaurants to make sure the donors were well fed. Sandy also was able to get the High School to agree to let students come to their drive during the school day. Thank you Sandy for you all you do to make sure your drives are a success!

★ The Northwoods Coordinator of the Quarter is Becky Gibson of Marshfield Clinic! Becky has 6 drives per year at the clinic and usually recruits 30-35 donors at each drive. She is very enthusiastic and personable and asks all her co-workers to donate. She provides special gifts and/or raffle items at her drives as a thank you for all who donate. Many thanks Becky for your dedication and support!

Best Practices of the Quarter

★ Laura from Wells Fargo Home Mortgage organized a pot luck luncheon of iron-rich foods before the blood drive, to help boost the donors' iron levels!

★ 4imprint and US Bank Consumer Loan and Lease are both creating their own Gallon level donor boards for all to see! Contact your Community Blood Center recruiter to obtain a list of the number of times each donor has donated.

★ Danelle at Ripon Medical Center gave away a special spring surprise of potted flowers and handmade thank you cards to everyone who presented to donate.

★ Judy Bugni of Mercer Lioness has homemade cookies, a free sandwich coupon from Mercer Subway, juice from Snow's IGA, and a fresh flower from the Lioness Club for every donor at her blood drives.

★ The United Methodist Church of the Pines Youth Group Director, Andrea Yates, arranged a brunch for all the donors who attended their drive. The Youth Group helped with the drive and provided all the goodies!

