

Coordinator e-News

Winter Weather & Donations

The winter of 2008-09 can best be described by the popular winter jingle "Let it Snow". One line from this song seems particularly applicable, "While the weather outside is frightful...". Even though the weather outside has been frightful, the need for blood remains constant.

Record snowfall in December followed by outrageously frigid temperatures in January has contributed to several blood drive cancellations already this winter.

A certain number of blood donations need to be collected, in order to meet the needs of the hospitals served by the Community Blood Center.

The Community Blood Center rarely cancels a drive due to the weather.



However, this year the record snowfall in December contributed to four blood drive cancellations, resulting in a loss of 120 blood

donations.

The need for blood donors is at a heightened level during the winter months, when blood drives can be unexpectedly canceled due to poor weather conditions. Every blood donation—and blood donor—is valuable.

As you know, a blood transfusion may literally be the gift of life for a hospital patient in need. Your efforts as a blood drive coordinator, combined with the generosity of blood donors, will help ensure that lifesaving blood donations are readily available even in the midst of a record-setting winter.

So while the weather, for the remainder of the winter, may continue to be "frightful", each blood donation is delightful!



Fun Events & Blood Drives

Are you involved with a great event that could include a blood drive? For example, how about incorporating your church's chili dump on the same night as the blood drive?

Last summer, one coordinator was involved with a fundraiser for a local hospital and invited the blood center to have a blood drive during the festivities. Everyone had a great time and we saved a bunch of lives at the same time!

We are always looking for fun ways to be involved in the community. Please contact your Recruiter if you have any ideas for pairing blood drives with events or activities.

Thanks for your continued support of the Community Blood Center!

December Coordinator of the Month

Tracy Breckheimer is December's Coordinator of the Month!

Tracy is the owner of Scoop's Ice Cream Parlor. Tracy held a drive from 3pm-7pm on December 23, which can be a really challenging day for a blood drive.

Even though the weather was bad, 39 people came out to the blood drive on the night before Christmas Eve.

Thanks for saving lives and making a huge impact on so many people in your community! Way to go, Tracy!



Gain the Cooperation of Others By Maintaining a Positive Attitude

As a blood drive coordinator, you probably ask your co-workers, friends, church members, and family members to sign up to donate blood. Sometimes this might be frustrating, and may not get the desired response.

I want to encourage you to maintain your positive attitude to gain the cooperation of others. How? Here are some ways to increase your enthusiasm and win people to your way of thinking.

Begin in a friendly way – be open and friendly to gain their cooperation.

Appeal to their nobler motives – most people will work very hard for ideals if they know exactly what they are (save 3 lives; personal stories)

Get the other person saying "Yes, Yes" immediately – begin by agreeing

on something: "We all want to save lives, wouldn't you agree?" Focus on volunteering, or how blood donations help others.

Let the other person do the talking – not only will the person share information, but they might "talk themselves" into giving blood.

Honestly try to see things from the other person's point of view – learn what you can from other perspectives.

Dramatize your ideas – be prepared with articles or illustrations which show how donating blood has been beneficial to your community, company, etc.

Throw down a challenge – many of us have a competitive side, and challenging others to action often produces unexpected positive results.

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