

Coordinator e-News

Steps to Success

Stephanie Ferguson, coordinator at Wausau Paper Rhineland Mill, always has a successful blood drive. I met with her to discuss some of her tried and true methods for recruiting.

First, Stephanie said, "I am very fortunate to have repeat and faithful donors that I can count on for every drive. Second, I have found that having a signed schedule provides a positive atmosphere with less no-shows and waiting time."

Stephanie also said her coworkers really enjoy talking with the Community Blood Center staff who are friendly, knowledgeable and have a great sense of humor.

Here are her "Steps For Success" ...

1 Month before: Place the upcoming drive information in the company newsletter. Promote the drive; holidays donors are needed, help save lives in your community, meet the local blood supply requirements for your hospital.

2 Weeks before: Place the drive information in the daily newsletter. Put up posters, table tents, and sign up sheets.

1 Week before: Send out emails, starting calling donors to personally ask them, "Would you like to donate?" "What time is convenient for you?"

Day of the Drive: Remind donors about the blood drive and try to fill all cancellations with other blood donors.

Superstar Ideas

Get your donors to make their appointment for the next blood drive right away. Place the sign-up sheet for your next blood drive at the canteen so your loyal donors can sign up for their favorite time!

At the end of your drive, you will have a full schedule (hopefully!) for your next blood drive! This will save you so much time when it comes to recruiting for your next blood drive.

Tell Jan if you would like to implement this *Superstar Idea*, and she would love to help you get started!

Coordinator of the Month

★ November: Mary Klade, coordinator for the Pinecrest Nursing Home had 28 donors sign in and her goal was 23. She emailed other businesses close by and invited them to participate, plus recruited many of her own staff. Great job Mary!

★ December: Conserve School met their goal and had 8 new donors, thanks to the extra effort and time Kathy Ducommun spent recruiting. Excellent job and many thanks, Kathy.

★ January: Tara Osterman did an awesome job at the Laser Pros blood drive, getting her co-workers to take time and donate. Thanks for being a great recruiter, Tara!



Electronic Newsletter Up & Running

Welcome to the first edition of the Coordinator e-News. The purpose of this newsletter is to share ideas and information in a timely manner. In other words, it is for and about you. That being said, in preparing the content we welcome and value your input.

Please tell us what would most interest you or be of benefit to you in your recruitment efforts. Please forward all your wonderful ideas directly to your

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Difficult Times Blood Drives

When you donate blood, a unique portion of that donation is platelets. These are often used by cancer patients and premature babies. The shelf-life of platelets is very short (5-7 days).

Each year, CBC challenges our sponsor groups to host a blood drive in order to strengthen our blood and platelet supply during these difficult times.

Important days to schedule this year:

June 2-6th

June 30th – July 8th (4th of July)

August 29th – September 3rd (Labor Day)

November 24th – November 28th

(Thanksgiving)

December 22nd – 31st (Christmas)

January 1st – January 5th, 2009

(New Years)