

# Coordinator e-News

## Recruiting New Donors

New donors are very important to maintaining successful blood drives. Donors who participated in your last drive may have moved away, become ineligible due to health-related reasons, or be unavailable on the day of your blood drive.

Posters, postcards and table tents can help increase awareness of your drive, but the best way to recruit donors (including first-time donors) is by personally asking them to donate. Most current donors began giving blood because someone asked them to donate.

• Ask for a list of past donors from the blood center, and identify your most dedicated donors. Individually ask each of these donors to help make the blood drive successful by bringing a friend to the next blood drive.

• Walk through your building or community with sign-up sheet in hand, asking for people to sign up for a donation time.

• "Appointment Cards" are available

from your Recruiter. When someone signs up to give blood, fill out an appointment card and give it to the donor to remind them of their appointment.

• It may help to familiarize yourself with the basics of blood donation, but realize that you don't have to know everything before you ask people to donate.

• If a donor has specific questions, encourage them to call the blood center at (800)280-4102. This phone number is staffed by trained employees who can provide confidential answers to specific questions.

• To alleviate anxiety about donating, incorporate the buddy system: ask experienced donors to accompany new donors to their donation appointment.

• When you recruit a new donor, encourage them to let our staff know that it is their first time giving blood. This helps our staff recognize and respond to the needs of new donors.

**First  
Time  
Donor**

## Realizing Your Impact

*When people understand that their blood donations help save lives—quite literally—they are often more willing to donate blood.*

• Educate potential donors at events, meetings, or assemblies. If you'd like your Recruiter to make an educational presentation, just ask!

• Request brochures or handouts from your Recruiter. The "Donating Blood" brochure describes the donation process and can be especially helpful for new donors.

• Use newsletters, memos, and e-mails to help people understand the importance of giving blood.



## May Coordinators of the Month

The "Battle of the Badges" blood drive between the Oneida and Vilas County Sheriff's department was fantastic!

Mary Goeldner from Oneida County and Captain John Butler from Vilas County were both new blood drive coordinators and did an awesome job. They recruited donors from the sheriff's office, police department, county, community and even 2 of our own staff (one for each county).

The theme was Cinco de Mayo, with festive tropical decorations. NBC (Channel 12) came to both drives and featured a story on the evening news. The results were: Vilas County 48 donors, and Oneida County 49 donors!

Thank you, Mary and John, for your enthusiastic support and making the both drives so much fun for donors and staff. The challenge is on for next year!

## The Local Blood Supply

You have probably heard your Recruiter mention that we provide 100% of the blood to your local hospital. This means that if a patient needs a transfusion at the hospital, they will receive blood that was donated with the Community Blood Center.

Your donors may not be aware that when they donate at your blood drives, they help boost the local blood supply and support area hospital patients.

With your help, the Community Blood Center provides a steady blood supply to these hospitals:

• Appleton Medical Center

• St. Elizabeth Hospital, *Appleton*

• Theda Clark Medical Center, *Neenah*

• Children's Hospital of Wisconsin-Fox Valley, *Neenah*

• Mercy Medical Center, *Oshkosh*

• Aurora Medical Center, *Oshkosh*

• Calumet Medical Center, *Chilton*

• New London Family Medical Center

• Riverside Medical Center, *Waupaca*

• Berlin Memorial Hospital

• Wild Rose Community Memorial Hospital

• Ripon Medical Center

• Good Samaritan Health Center, *Merrill*

• Howard Young Medical Center, *Woodruff*

• Eagle River Memorial Hospital

• St. Mary's Hospital, *Rhineland*

• Sacred Heart Hospital, *Tomahawk*

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