

# Coordinator e-News

## Getting the word out

Do you ever get the feeling that people aren't looking at the posters you put up? Does it look like the table tents you put on the cafeteria tables were used as napkins? Try some ideas to get everyone noticing!

- Put a poster up on the bathroom mirror, right where you would see your face.
- Hang posters in bathroom stalls. What else are they going to read?
- Write a blood drive note on Whiteboards or Chalkboards throughout your building.
  - ♦ Change the message periodically.
  - ♦ Use chalk to tell a blood drive "story" on the path leading to your building, for example: Did you know... that every 2 seconds... someone needs blood!!!
- Have the CEO/principal/leader send an email on the day of the drive with nothing more than "Blood Drive today" in the subject line. Ask him/her to use the ! button so everyone knows it is an important message.



## September Coordinator of the Month

Laura Weber did an outstanding job at the Tomahawk Community Bank Blood Drive. There was a memorial service in remembrance of the 9/11 tragedy and following that a brat/hot dog fry was held at the bank. I met a gentleman who had been a captain in the Rockford, Il., Fire department for over 40 years and retired a few years ago. He wore his full dress uniform and spoke with pride about his years of service and honoring the memories of the those who died on 9/11. What better way to recruit donors; provide food and inspiration from the 9/11 tragedy to help your neighbors. Many thanks to Laura for coordinating the blood drives at Tomahawk Community Bank!

- Put the blood drive information in already existing newsletters and programs that will be going out before the drive.
- Find a recipient within your group to write a thank-you to your blood donors.
- Hang a poster upside down – it really attracts attention.
- Put a poster on the vending machine or by the time clock.
- Put a flyer in each hymnal at church (make sure to clean up afterwards).
- Put the blood drive information on your website.
- Promote the drive on Facebook.

Try 1 or 2 of these ideas at your next drive. Let us know comments you receive and changes in results. We will share in an upcoming issue of the Coordinator E-news.

**Please Note:** We have discontinued the "check stuffer" as a promotional tool. Please call your recruiter to discuss different options for getting the word out or read the article above for ideas.

## You've got Mail

Even if you aren't using eDonor for online scheduling, you can still use the system to reach your donors! All past donor email addresses can be found in your online blood drive profile. You can easily create an electronic invitation to your donors with a few mouse clicks. We hope this tool will create another easy opportunity to invite your past donors back!

It's easy! Go to:

[www.save3lives.org/sitecoordinator](http://www.save3lives.org/sitecoordinator), enter your user name and password which your Coordinator will email to you.

Navigate to the "Reports" tab and select a donor list to email. The system will take you through step-by-step. For more detailed information, check your "Coordinator Handbook" on pages 12-15. Please contact your recruiter, Jan Hadsell, if you have any questions. Happy emailing!



## Iron-Rich Clam Chowder

It's that time of the year again! Leaves are changing colors, football consumes our Sunday afternoons and temperatures are dropping. Fall is the perfect time to cuddle up by a fire with a good book and a warm bowl of soup. Next time you are looking for a tasty dinner to warm your belly – and pump up your iron – try some clam chowder.

### Ingredients

- 2 (6.5 ounce) cans minced clams
- 1 ½ cups water
- 1 (16 ounce) can diced tomatoes
- 1 cup chopped onion
- 2 potatoes, peeled and chopped
- ½ cup finely chopped carrots
- 1 teaspoon salt
- Ground black pepper to taste

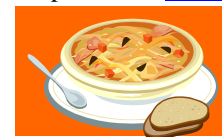
½ teaspoon dried thyme

1. Drain clams and reserve liquid. Add enough water to reserved liquid to make 3 cups of stock.

2. In a large saucepan pour clam juice and water mixture, un-drained tomatoes, onion, potatoes, carrots, salt, pepper and thyme. Cover and simmer for 30 to 35 minutes.

Remove the pan from the heat. Mash the vegetables slightly to thicken the broth. Add clams to the saucepan and heat thoroughly. Serve hot.

This recipe is from [www.allrecipes.com](http://www.allrecipes.com)



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