

# Coordinator e-News

## Blood Drive Committees

Coordinating blood drives can sometimes be challenging and time-consuming. Hanging posters, scheduling appointments, and making reminder phone calls can be difficult for one person to accomplish.

We would like to offer a solution that can be summed up in three words... "blood drive committee."

Committees can offer great benefits such as:

- New and creative ideas to help you reach your goals
- Greater outreach to aid in educating and scheduling donors
- Task sharing (one person can be in charge of hanging posters and the other in charge of scheduling donor appointments)

Recently, Appleton (formerly known as Appleton Papers) found tremendous success in forming a blood drive committee. The success began with a brainstorming meeting. The group discussed opportunities and ideas that would increase participation in the blood drive program. Some of those ideas included:

- Better use of promotions
- Incentives for donors



- Gaining support from management by personally asking them to donate at the drive
- Using local statistics to help educate employees about the importance of donating

The blood drive was record-breaking and was the most successful drive since 1983, when Appleton first began hosting blood drives. Chris, Heather, Robin and Donna did an outstanding job!

Thanks to the Appleton blood drive committee and employees, for your outstanding support. Congratulations on your blood drive success!

If you are interested in forming a blood drive committee, please contact your DR Specialist. We will be happy to help get you started!

## Gallon Grad Program Starts This Year!

As our population ages and *needs* the blood it once donated, we find that we have a significant challenge ahead of us. We need to replace the baby boomer generation, the largest group of blood donors, with new donors.

We can meet this challenge by encouraging our high school students to become the next "greatest generation."

Currently, high school donors contribute 15% of our community's blood supply.

Research tells us that if a person donates blood 3 or more times per year,

blood donation becomes a lifesaving habit that will stay with them for life.

In order to recognize those students who are committed blood donors and lifesavers, we have instituted the *Gallon Grad Award*.

The program celebrates students who donate a gallon of blood during their high school career (8 donations). These students will be honored with a Red Honor Tassel and a Gallon Grad Award Certificate.

We plan to distribute the tassels and certificates to students at a high school

## Superstar Coordinators

Rita and Al Hogenmiller of the Conover Lions Club always find ways to bring in donors. At the last drive, Rita and other Lioness members made treats and cookies for the donors. It was a huge crowd pleaser! Thank you, Rita!

Jean Rein, coordinator for the Manitowish Waters Lioness Club, writes blood drive articles for the *Lakeland Times*! Everyone is educated on the importance of donating blood. As an added touch, there are homemade goodies at the drives, and each donor receives a carnation. Thanks Jean!

Jennifer Blank coordinated the Crandon Memorial Drive at the Crandon International Off Road Race Track. The drive was held as a memorial for the victims of the Crandon shooting. There were live bands, food, raffles, an auction, and games for the family. It was a time to remember and celebrate the lives of the six young people. Thank you Jennifer, for inviting us to share this day with families and friends.

## July Coordinator of the Month

Welcome to new coordinator Yvonne Robles, from the Forest County Potawatomi Health & Wellness Center!

At their first drive Yvonne recruited 27 donors, and 18 were new donors with the Northwoods Community Blood Center. Yvonne, you and your co-workers did an awesome job!

awards ceremony in the spring, which gives us another opportunity to thank and recognize the student and the high school.

Please help us encourage our youth to make blood donation an important part of their lives.

If you have any questions about this new program, call Jill Kohl at (920) 738-3131 ext. 3013