

# Coordinator e-News

## Recruiting with Email & the Web

As you are recruiting blood donors for your next blood drive, have you ever thought about using technology to reach people? Although online recruiting doesn't replace face-to-face recruitment, it can be a very effective addition to your blood drive promotions.

These days, many people are hooked up to the Internet and use email to communicate. If you have a personal list of family and friends, emailing them information about your blood drive can help spread the word.

You can also use emails to educate people on the importance of donating, share blood recipient or donor stories, or communicate blood donation facts (available from your Recruiter).

When you send an email, you can encourage people to sign up for donation appointments by placing a link to our online scheduling site within the email! This way, people can click on [www.save3lives.org](http://www.save3lives.org) or copy the address into their



web browser, and go directly to the log-in page.

In addition to email, many of us are familiar with websites like Facebook, MySpace, or LinkedIn. These websites can be used to let people know about blood drives, provide information on the donation experience, or share the news about your position as a blood drive coordinator.

Some sites allow you to "invite" your friends to events, while others feature blogs or journals where you can provide information on upcoming blood drives.

If you take pictures of donors at your blood drive and post them on your personal site, this can be a great way to encourage people to look at the website. Almost everyone wants to see a picture of themselves!

If you're already using technology to recruit donors and you've seen great results, please let your Recruiter know. We would love to hear about what works for you!



### Email Tips

- ◆ Tell people how they can get more information or sign up to give blood
- ◆ List the city, date, location and street address of your blood drive
- ◆ Keep your emails short, and use small paragraphs
- ◆ If you coordinate a corporate blood drive and have a sponsor code, include this code in your email to colleagues
- ◆ Provide the blood center's toll-free number at (800)280-4102, and let people know they can call the blood center with questions about donating



### November Coordinator of the Month

Congratulations to Rick Swartz of Oshkosh North High School!

Rick and his leadership class student coordinators broke records with their blood drive in November. The student coordinators were Allison Cleveland, Ashley Harlock, Melissa Pavelack, Tia Nelson, and Jenna Lafontaine.

This group recruited 245 people to donate at their blood drive! By individually escorting each one of the donors out to the bloodmobiles, this group did an amazing job of reassuring first-time donors and past donors.

121 of the individuals that donated were first-time donors. Hats off to Oshkosh North High School for an amazing blood drive!

### Guest Speakers

Are you in need of something fresh and exciting to help motivate donors at your business, church or community blood drive?

Ask your Recruiter to speak at your next meeting. We can talk for just a few minutes and cover the basic eligibility questions or speak for a longer period of

time about the importance of donating blood, the background of the Community Blood Center, or how to join the bone marrow registry.

We would also love to be invited to your next Rotary, Legion or community club meeting to speak. For more details, please contact your Recruiter.

### Save the Date!

2009 Coordinator Recognition Celebration

Thursday March 26, 2009 11:30 a.m. – 1:00 p.m.  
Lunch will be provided

Best Western Bridgewood Conference Center  
1000 Cameron Way, Neenah WI, 54956

Invitations will arrive in February.  
Please feel free to invite the CEO or leader of your group!

