

# Coordinator e-News

## Coordinator University Gets A+

### Okay Class...

What does 16 coordinators + 5 members of the CBC mobile recruitment team equal?

**A TOTAL BLAST!**



On April 26, great recruitment ideas were born, new tools were shared, and everyone celebrated their lifesaving efforts at our "Coordinator University 2008" (First Semester).

The curriculum covered a wide range of subjects. They included a discussion of "Donorness," tips for getting management more involved in blood drive programs, how to thrive using people's friendly

competitive nature, and how to make a blood donor "The Cool Kid on Campus." experience.

Beyond our core-classes, we enjoyed "Gym Class," "Recess," sang our school song, and even hung out with the CBC Lunch Ladies over a "tantalizing" baked potato bar luncheon! Blood drive coordinators also shared their success stories and exceptional ideas for great blood drive programs.

Together, we discovered mutual challenges in recruiting donors and discussed unique techniques for overcoming those obstacles!

We thank everyone who was able to attend on April 26, and hope it was a valuable and fun

## April Coordinator of the Month

Beth Knutzen from Emanuel Lutheran Church in New London won Coordinator of the Month for April!

The church won an award for their blood drives in 2007 and scheduled the award presentation just before one of their blood drives.

In doing so, Beth asked the local newspaper to take a picture and write a story. In the story, she noted when the next blood drive was and that anyone is welcome, even if they are not a member.

The number of people that participated in the blood drive nearly doubled!

Great idea Beth! Keep up the good work!



## Get the Credit You Deserve!

Did you ever ask someone to donate at your blood drive and they said they were giving blood, platelets or plasma at one of the donor centers?

Did you know that they could credit that donation to your drive? Well, they can. All they have to do is fill out a credited donation slip and give to one of our staff before they leave.

The donations are added to the blood

drives at the end of the year. Some blood drives have more than 100 credited donations at the end of the year! So, make sure that every member of your organization is aware of the credited donation program.

If you have questions regarding this program, please call Jill Kohl at (920) 738-3131 or (800)280-4102, ext 3013. Or email Jill at [jkohl@communityblood.org](mailto:jkohl@communityblood.org).

## Summer Special Event Blood Drives

Thursday, June 19: 8:00 a.m. – 5:00 p.m.  
Operation Donation blood drive  
(downtown Oshkosh)

Tuesday, June 24: 12 noon – 6:00 p.m.  
Waupaca Chain O' Life blood drive

Monday, July 7: 9:00 a.m. – 6:00 p.m.  
Summer Rocks blood drive (Wautoma)

Thursday, July 10: 7:00 a.m. – 6:00 p.m.  
20<sup>th</sup> Annual M\*A\*S\*H blood drive  
(Houdini Plaza, downtown Appleton)

Thursday, August 14: 8:00 a.m. – 5:00 p.m., Lakeland Community blood drive  
(Minocqua)

Thursday, August 21: 9:00 a.m. – 3:00 p.m., Downtown Neenah blood drive