

Coordinator e-News

Growing Needs

As the need for blood continues to grow, we strive to encourage donors to give blood more frequently. We appreciate your continued support in coordinating blood drives. Blood drives offer convenience to our donors, and your efforts are crucial in helping to save the lives of many people.

In our quest to motivate donors to give more often, we have a recruitment calling program. Some of you have asked questions about receiving multiple phone calls to schedule a donation appointment. Our current calling program is as follows:

- If a donor has not donated within the past 24 months, we will call them to schedule an appointment anywhere. If the donor mentions a blood drive that is convenient for them, we will schedule them for that drive (if it is open to the community).

- If donors have received messages or multiple calls from the blood center but have not actually spoken with the caller, our staff will continue to call until they can speak personally with the donor.

- Donors with specific blood types may be called for plasma or platelet donations:

- A, B and AB donors could be called to donate platelets or plasma.

- O donors with a high platelet count could be called to donate platelets.

- If you have a blood drive every 65 days, your donors will not receive recruitment phone calls for whole blood. Also, our staff will not call less than 65 days before or after your scheduled blood drives.

If you have questions about our calling procedures, please contact your donor recruitment specialist. We will be happy to help in any way we can. Thanks for your patience and support!

Coordinator University

On October 16 we gathered for the second offering of this year's Coordinator University.

The curriculum covered a wide range of subjects. Topics included a discussion of "Donorness," tips for getting management more involved in blood drive programs, how to thrive using people's competitive nature, the alternative classroom (inside bed setup), and creating a portrait of a blood donor.

Thank you to all those who attended this event.

If you were unable to attend and would like more information on any of these subjects, please contact your donor recruitment specialist.

September Coordinator of the Month

Congratulations to Randy Schauman of Muza Metals! Muza Metals had a record-breaking drive, with 41 people signed up for the blood drive on September 30.

Randy did a fabulous job of individually asking each employee if they would be interested in donating blood. Randy's face-to-face recruiting really paid off as Muza Metals collected 7 more units of blood than any other drive in the history of blood drives at Muza Metals.

According to www.save3lives.org, one of the reasons why people do not donate blood is because no one has ever asked them. Randy made sure that this was not going to happen at Muza Metals.

By asking everyone if they would donate blood, Randy helped recruit 9 first-time donors. Way to go, Randy!

Molasses Cookie Recipe

These molasses cookies are high in iron and a tasty treat for the holidays!

Makes about 4 dozen cookies

Ingredients:

¾ cup of shortening	2 teaspoons baking soda
¾ cup of packed light brown sugar	1 teaspoon ground cinnamon
1 large egg	1 teaspoon ground ginger
½ cup of molasses	½ teaspoon ground nutmeg
2½ cups of flour	Granulated sugar for rolling cookies
¼ teaspoon salt	

Preparation: *Heat oven to 350° and lightly grease baking sheet*

1. Cream butter and sugar with electric mixer until light in mixing bowl
2. Beat in egg and molasses until well blended
3. In second bowl, combine flour, salt, baking soda and spices. Stir into the creamed mixture until blended
4. Chill dough for 1 hour
5. Shape dough into ¾" diameter balls
6. Roll in granulated sugar and place on baking sheet, with 1-2" between cookies
7. Bake for 8 to 12 minutes or until set
8. Cool in pan on rack for 2 minutes; remove to rack to cool completely

Get the dates you want and need- please call or email us to schedule your 2009 blood drives!