

TIPS & TOOLS

Successful Recruitment Presentations: You Are Only Three Steps Away

The Educational Message

Be their teacher. It is crucial to discuss with the group the importance of, and need for, blood donation. It is a good approach to share local and national statistics in a presentation about the need for blood and when and how blood is used. A sample statement could be: "Did you know that every 3 seconds someone needs blood?" "Did you know that your one blood donation could help up to three patients? If each one of you in this room donated blood, how many lives would be saved? If each of you recruited an additional donor, how many more patients could be helped?" Most people don't truly understand the need for blood. Perhaps neither they nor a family member have ever needed blood. Audiences need to be reminded that because there is no substitute for blood, voluntary donation is the only way to provide this lifesaving substance.

The Motivational Message

Be their coach. As the educational foundation of the presentation is developed, it is important to motivate as well. Presenters can get audiences excited about recruiting by demonstrating that donating blood is a lifesaving endeavor with many personal rewards. Sharing real-life recruitment experiences is one way to help the group learn how to be motivators.

The Personal Message

Be their mentor. This is unquestionably the most important component of an effective recruitment presentation and the most emotional piece. Speakers can recite all the statistics in the world and show the most impressive visual aids, but if they do not appeal to the audience's emotions, they will not succeed. Speakers should not read a presentation, but rather convey their presentations with conviction. One tactic to make the message personal might involve asking the prospective donors if they, or someone they love, have ever needed blood. When a siren is heard in the middle of the night, the chances are very high that someone involved needs blood. That patient will receive the blood that is tested, typed, and on the shelf in the hospital. How did it get there? Compassion for someone in need is going to be the foundation for donation.

*"What we keep we lose, and
only what we give remains our own."*



"After two surgeries to stop my cervix from thinning, our miracle child Ashley Parham was born premature, weighing just 695 grams. She was so small that her body fit in the palms of our hands.

Two days after her birth the doctors told us that she needed a major surgery on her bowels.

Because of her premature birth and weight the doctors said she will not make it without a blood transfusion. Ashley was given her first transfusion at 4 days old and then received her second 2 weeks later.

Thanks to all the people that take the time out of their busy schedule to save the life of any other sick baby. Donating blood has been a life commitment for my family since our experience."

The Parham Family, Eastern PA

Save The Date!

Blood Center Announces Dates for Coordinator Workshops

- | | |
|----------------------------------|--|
| August 17, 2006
6:00-7:30pm | Miller-Keystone Blood Center
1465 Valley Center Parkway
Bethlehem, PA 18017 |
| November 9, 2006
6:00-7:30pm | Atonement Lutheran Church
5 Wyomissing Boulevard
Wyomissing, PA 19610 |
| February 22, 2007
6:00-7:30pm | Miller-Keystone Blood Center
The Beltway Commons, 132 Airport Road,
Hazleton, PA 18202 |

Guest Speaker for Workshop #1. In June of 2003, Rev Vicki Reeser was approached about having a blood drive at St Joseph's Hill Lutheran Church. When asked to think of someone outgoing and organized, Kathee Rhodes was the first person that came to her mind. As luck would have it, Kathee, along with her mother, had been a donor for decades, so it was an easy sell.

Kathee organized two blood drives in 2003, and then announced that she wanted to do four blood drives a year at her church.

Kathee has successfully coordinated **12 blood drives in a little over 30 months.** Her goals increased from 30 donors to 45 donors, and her efficiency is usually around 90% - meaning, 90% of her donors who sign up actually show up for the blood drives. To date, Kathee has collected 333 successful units of blood for Miller-Keystone Blood Center.

Kathee has two children: Ben, who is serving our country in the US Army; and Monica, who is getting married in June. Kathee is a very active member of St Joseph's Hill Lutheran Church, and currently works as the librarian at Lower Macungie Public Library.



Success Story: Daniel Boone High School

On Tuesday, December 20, the largest one-day blood drive in the history of Miller-Keystone Blood Center took place at Daniel Boone High School in Birdsboro, PA. On that day, 177 individuals registered to donate blood, and 174 units of life-saving blood were collected as part of the third annual "Angela Hohl Memorial Blood Drive."

The driving forces behind this memorial blood drive are Harvey and Sue Hohl, whose daughter, Angela, died at the age of 17 of acute myeloid leukemia. Working in conjunction with the Hohls to ensure the success of this annual drive are the faculty and students at Daniel Boone High School, who work tirelessly to educate the school community and recruit blood donors in Angela's honor.

According to the Hohls, keys to the success of this blood drive include:

- ◆ Pre-event coverage by local media to generate interest
- ◆ Critical support of high school staff, including the principal, nursing staff and the blood drive faculty advisor, for allowing the blood drive to be held and actively supporting all recruitment and promotional efforts
- ◆ Commitment from the high school student(s) designated as blood drive coordinator(s), to educate their peers about the process of blood donation and the ongoing need for blood and blood donors

"When we lost Angela, we wanted to make some good come out of her death," explain the Hohls. "Since one unit of blood can help to save the lives of three people, in one day the gift of life was given to over 500 people. Thank you to all for helping us honor our daughter, and providing a much-needed supply of blood to our community!"

Coordinator's Survey

Would you be interested in being a keynote speaker at a future Blood Drive Coordinator Workshop?

_____ Yes _____ No

Would you be interested in sharing your group's success story via our newsletter?

_____ Yes _____ No

Would you be interested in providing the Blood Center with a testimonial?

_____ Yes _____ No

What topics of discussion do you feel are best addressed at the workshop? _____

Please FAX to 610-691-2326
ATTN: Donor Resources

Thank you for your feedback!

Name: _____

Group: _____

Telephone or Email: _____

Meet Your Donor Resources Team!



(Left to right) Carol Meeker, Victoria Fontanez, Rebecca Wambach, Marsha Springel, Kelly Gontkosky, Nicole Simmons, Naomi Pratt and Kelly Jones. Not pictured: Shelley Rex.

Kelly Jones, Director, Donor Resources. Kelly is a graduate of West Chester University with a degree in Psychology. She joined the Blood Center in 2005.

Victoria Fontanez, Donor Resources Representative. Victoria joined the Blood Center in 2002 with over 15 years of sales and marketing experience, and is based at the Blood Center's Bethlehem office.

Kelly Gontkosky, Donor Resources Representative. Kelly is a graduate of Florida State University with a degree in Marketing. She joined the Blood Center in Spring 2006, and is based at the Blood Center's Bethlehem office.

Carol Meeker, Donor Resources Representative. Carol holds a degree in Education from Penn State University. She joined the Blood Center in 2002, and is based at the Blood Center's Reading office.

Naomi Pratt, Donor Resources Representative. Naomi holds a degree in Communications from Lock Haven University. She joined the Blood Center in 2004, and is based at the Blood Center's Bethlehem office.

Shelley Rex, Donor Resources Representative. Shelley is currently pursuing a degree in Sociology from Moravian College. She joined the Blood Center in 2005, and is based at the Blood Center's Bethlehem office.

Nicole Simmons, Donor Resources Representative. Nicole is a graduate of Wilkes University with a degree in Communications. She joined the Blood Center in 2004, and is based at the Blood Center's Hazleton office.

Marsha Springel, Donor Resources Representative. Marsha holds a degree in Education from Kutztown University. She joined the Blood Center in 2003, serving as Assistant Director of Volunteer Services. She transferred to the Donor Resources Department in 2005, and is based at the Blood Center's Reading office.

Rebecca Wambach, Donor Resources Representative. Rebecca is a graduate of Temple University with a degree in Political Science. She joined the Blood Center in Spring 2006, and is based at the Blood Center's Reading office.