

# TIPS & TOOLS



## Blood Donor Recruitment Techniques Tips for Signing Up Donors

**Talk to each potential donor in person face-to-face.** Personal contact is the only way to be sure that potential donors realize how important their donations are and how many people they may be helping.

**Be enthusiastic - its contagious.** Your commitment will become their commitment.

**Be confident.** You are asking people to do something that will help other people and make them feel good about themselves.

**Be prepared.** Know the day, date, time and location of your blood drive; have enough brochures and pledge cards on hand for your calls. Inform others of the same specifics.

**Incorporate the entire community.** Place posters and flyers in well trafficked retail locations.

**Use an opening phrase.** "We are sponsoring a blood drive in two weeks. If you give just one hour of your time to donate blood, you will be helping as many as three people who are fighting for their health and their lives. When would it be most convenient for you?"

## Tips for Responding to Possible Donor Objections

**Acknowledge their fear ("I don't like needles.").** "I understand your concern, many people are nervous about donating blood."

**Give reassurance; draw upon your own donation experience.** "Here's what to expect: You register, giving your name, address, and other basic info. Next, your health history will be taken.



"Shealyn was a very healthy, athletic 12-year-old girl who played tennis, softball and basketball. In late summer and early fall of 2004, she began experiencing dizziness, shoulder pain, and migraine headaches. Following a scan at the end of October, she was diagnosed with medulloblastoma, a form of brain cancer. Shealyn faced brain surgery, radiation, and chemotherapy with great courage. During her year of chemotherapy, she required IV nutrition and frequent red blood cell and platelet transfusions. We knew that there was a platelet shortage, and each time Shealyn's levels dropped to a critical level, we prayed there would be enough platelets available. We realized then that blood products need to always be available at a moments notice, or someone irreplaceable could die. We are thankful to the blood donors who helped to save Shealyn's life, and we are happy to report that she is now a happy 14-year-old, well on the road to recovery."



*The Schuetz Family, Mohnton (PA)*

### Save The Date!

## Upcoming Coordinator Workshops

November 9, 2006 Atonement Lutheran Church  
6:00-7:30pm 5 Wyomissing Boulevard  
Wyomissing, PA 19610

February 22, 2007 Miller-Keystone Blood Center  
6:00-7:30pm The Beltway Commons, 132 Airport Road,  
Hazleton, PA 18202

### Guest Speaker for Nov. 9 Workshop: Harvey & Sue Hohl

Sue & Harvey Hohl were like most people, they donated blood a few times throughout their lives. After losing their daughter to Leukemia, the Hohl's decided one way to deal with the grief was to help educate others as to the ever present need for blood.

They began by coordinating the local high school blood drive along with the school nurse. The first year response was incredible

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with 150 registered donors. This year will be the third year continuing with a goal of 150. The school has become more involved, creating a committee of 10 students working under the guidance of the Hohl's.

Harvey has very bravely agreed to be a speaker at several Miller-Keystone functions including the High School Recognition breakfast and the Donor Recognition dinner. He has also agreed to present the Angela Hohl Memorial Award to the deserving school each year. The award goes to the school which has the largest percentage of increase in donors for the school year.

Angela had been very active at the local swimming pool as a team member and a lifeguard. The Hohl's in conjunction with the pool now coordinate a blood drive each summer.

Most recently Sue and Harvey have taken the lead in coordinating the blood drive at their church. After the last successful drive they have committed to three drives a year.

At each and every drive, whether at the school, pool or church, they meet, greet, and thank each donor personally. They also take the time to donate themselves, with Harvey recently reaching his 2 gallon mark. All in all, the Hohl's are a truly remarkable couple and we at Miller-Keystone are blessed to have them be a part of our "family".

## 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?** \_\_\_\_\_

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**Please FAX to 610-691-2326.**

**Thank you for your feedback!**

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The blood donation lasts for five to ten minutes. Afterwards, you'll rest for a short while, and have some juice or maybe a cookie or two."

**Ask for the pledge.** "It's worth it to save lives. Which (day/time) is most convenient for you?"

**Inform them of statistics.** You can donate blood every 56 days, or up to six times a year.

**There is a constant need for blood donation.  
It's safe, it's quick, and you can do it today.**

*Donating Blood is an Act of Extraordinary Generosity!*

*You are cordially invited...*

**Blood Donor Coordinators Workshop**  
**Thursday, Nov. 9, 2006 \* 6:00-7:30pm**  
**Atonement Lutheran Church**  
**5 Wyomissing Boulevard**  
**Wyomissing, PA 19610**

From Bethlehem: Rt. 22 WEST to Rt. 100 SOUTH. Make a RIGHT onto Schantz Road. Follow Schantz road to the end. Make a RIGHT onto Rt. 222. and follow to Reading. Take the Rt. 422 WEST exit (toward Lebanon). Take the State Hill Road Exit. At the end of the exit, make a RIGHT onto State Hill Road. Follow State Hill Road to the light at State Hill and Penn Avenue. Cross over Penn Avenue, Atonement Lutheran Church is on the LEFT.

From Reading: Rt. 222 SOUTH to Rt. 422 WEST. Take the State Hill Road Exit. Make a RIGHT at the end of the exit onto State Hill Road (Toward West Reading) Follow State Hill Road to the light at the intersection of State Hill Road and Penn Avenue. Cross over Penn Avenue and Atonement Lutheran Church will be on your LEFT.

*For more information or to RSVP for this workshop, please call the Donor Resources mobile recruiter at ext. 273, at 610-691-5850 or 800-223-6667!*