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Welcome to the Coordinator Portal, an easy-to-use online resource to help you organize successful blood drives! You may access it using your computer or mobile device (cell phone or tablet).

**ACCOUNT CREATION**
To get you started, Vitalant will send you an email from givingblood@vitalant.org with an activation link (good for 30 days) and instructions for setting up your Coordinator Portal account. Your email address will be your username. We will provide you with a temporary password that you’ll use to log in to your account. Then, you will be prompted to change it to a permanent password. Passwords must be at least 8 characters in length and include upper and lowercase letters, and at least one number and special character.

**NOTE:** If your activation link expired or you can’t find the email from givingblood@vitalant.org, do the following:

- Click “Problems logging in?” from the Log In section of the home page (coordinators.vitalant.org).
- Enter your Username, which is your email address you’ve given Vitalant.
- Click “I’m not a robot” and complete the request.
- Click the SUBMIT button.
- You’ll receive another email with an activation link to create your account.
- **IMPORTANT:** If you have already created your account but need to reset your password, follow this same process.

If you do not receive this email and you’ve checked your junk email folder, be sure to add "givingblood@vitalant.org" to your approved senders list.

It’s also important that you enter the same email address you’ve provided to Vitalant so it matches what we have in our system.
PRIVACY AGREEMENT
Before you log in, we’ll ask you to read our Privacy Policy to ensure all donor information shared with you is handled in a confidential and secure manner. Once you’ve read it, please check the box and click CONFIRM.

NOTIFICATIONS
Coordinator Privacy Policy Agreement
We appreciate your dedication and hard work as a blood drive coordinator to help us make sure blood is available when patients need it. You are a hero to these patients and to their families.

Vitalant (hereinafter “Blood Center”) partners with businesses, schools, churches and other groups, and volunteer blood drive coordinators like you, to promote and host blood drives for the benefit of the community. As part of this partnership, we may provide you with information pertaining to blood donors and our organization including but not limited to: names, contact information, donation histories or records, blood types, and other relevant information for the express purpose of organizing and promoting blood drives and recruiting blood donors. Additionally, you may overhear or have access to confidential information during your participation in a blood drive with us.

We value and protect the confidential nature of information pertaining to our blood donors and employees, and, therefore, request that you agree to the following:

I understand it is my responsibility as a blood drive coordinator for Blood Center to ensure that all such confidential information is handled privately and with the utmost discretion. Therefore, I agree to use such confidential information only to promote blood drives and recruit blood donors, and I will not disclose any such confidential information to any other person, firm, or corporation, nor use it for my personal or professional benefit, or any other purpose, during or after my volunteering. I further agree that it is my responsibility to inform any blood drive volunteers about the expectation of confidentiality related to donor or Blood Center information. I also understand that disclosure of any confidential information that I may

CONFIRM

MY PROFILE
Here you’ll see the basic contact information you’ve shared with us. If you need to update anything in your profile, go ahead and make the update and click SAVE but be sure to let your Donor Recruitment Representative know as they won’t get any notification when information in this portal changes. Any updates you make here will not transfer to other software programs we use to manage your blood drives.

Coordinator Portal Guide v.5 (11-3-21)
MY BLOOD DRIVES
This is where you can see your past and upcoming blood drives. On the My Blood Drives page, it displays the name of the blood drive host organization and drive site, along with the date of the drive and your start and end times.

Note: all blood drive host organization names, donor names and any identifying information in this document have been marked out with a purple box. When you log in to your Coordinator Portal account, you will be able to view all information.

If you hover your mouse over the icons under “Actions” it will tell you what each one does.

In order from the left: schedule, results, add stand by donors, preview stand by donors, share your drive’s schedule with your donors, and email your donor recruitment representative (contact assigned staff).

NOTE: if the icon is orange, you may access that information. If the icon is gray, that information is not available. (In this example, we’re looking at a past blood drive where you can view the schedule, results and email your donor recruitment representative. The icons “Add stand by donors” and “Preview stand by donors” and “Share your schedule” are no longer accessible.)
BLOOD DRIVE RESULTS
Blood drive results will give you a quick snapshot of your appointment information. In addition to the blood drive date, location and time, the results will specify the following:

- Number of donors scheduled
- Number of open appointment slots (unscheduled appointments)
- Number of total appointment slots
- Blood drive goal
- Number of registered donors (donors who were checked in for their appointments; includes walk-ins)
- Total successful donations (donors with and without appointments)

FUTURE BLOOD DRIVE
Here is the schedule with details for your upcoming blood drive: date, start time, end time, blood drive code, appointments made so far, total number of appointment slots and the blood drive’s location.

Note: the functionality for scheduling donors by blood type currently is not available.
FUTURE BLOOD DRIVE SCHEDULE
Your blood drive schedule is separated by the type of donation (like Whole Blood and Power Red, which is a double red cell donation or 2RBC).

<table>
<thead>
<tr>
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<th>WHOLE BLOOD 1</th>
<th>POWER RED 1</th>
<th>WHOLE BLOOD 6</th>
<th>WHOLE BLOOD 4</th>
<th>WHOLE BLOOD 3</th>
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<tbody>
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<td>04:30 PM</td>
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</tr>
</tbody>
</table>

The schedule’s legend corresponds to your appointment slots.

- White = Available
- Gray = Unavailable (Blocked)
- Gold = Confirmed Appointment
- Green = Provisional Appointment
- Purple = Reserved (this functionality currently not available)

It’s a best practice to mark someone’s appointment “Confirmed” when you schedule it to ensure that time slot is booked and no longer available. **Note: the provisional appointment feature is not recommended and unavailable in some locations.**
MODIFY APPOINTMENT (FROM DRIVE SCHEDULE)
You may reschedule, modify or cancel a donor’s appointment from the blood drive schedule. Simply click on the actual appointment on the schedule, which pulls up the “Change appointment” box, and make your selection.

RESCHEDULE APPOINTMENT = change appointment to a different drive on a different day
MODIFY APPOINTMENT = change appointment time for that same drive
CANCEL APPOINTMENT = cancel appointment

SCHEDULE APPOINTMENT (FROM DRIVE SCHEDULE)
To schedule an appointment for someone, simply click once on the appointment time slot on the schedule that you would like to fill. By clicking the slot (or box), a “Confirm Appointment Details” pop-up will appear.

To create the appointment, you will need to select the Donation Type from the drop-down menu (e.g. Whole Blood or 2RBC – Allogeneic, which is the same as a Power Red, or whatever default donation type appears for that time slot).

Once you do, the CREATE AN APPOINTMENT button will turn purple. Click it to proceed with selecting a donor from your list.

NOTE: The term “Allogeneic” simply means the donor is giving blood to the community blood program for a patient in need.
**SCHEDULE APPOINTMENT (FROM DRIVE SCHEDULE) – Continued**

Once you click the **CREATE AN APPOINTMENT** button, a list of donors will display on the screen. Find the donor for whom you’re scheduling an appointment and click the “plus” calendar icon under “Actions” to review the details and confirm the appointment time. (Or, you may select the BACK TO BLOOD DRIVE button, which will return you to the schedule.)

If all appointment details look correct, click the **CONFIRM APPOINTMENT** button. *Note: once you get to this step in the process, the appointment time displays a 15-minute increment. This is not the length of the donation. In this example, the appointment time is the first time shown (04:00 PM). In addition, the appointment time will display as a singular start time (04:00 PM) in the donor’s appointment confirmation and appointment reminder emails.*

There is another way you can schedule appointments and it’s within the My Donors section, which we’ll cover on the next page.
**MY DONORS**
The My Donors section will be the most beneficial to you for managing your blood drive appointment schedule. Anyone who has donated blood at one of your past blood drives will be listed here by their last name first and in alphabetical order.

![Donor List](image)

Four actions are available next to each donor’s name. If you hover your mouse over each icon, you’ll see each what each one is (in order, from left): **donor profile**, **book appointment**, **send email** (email the donor), and **mark or unmark** the donor.

- **Donor Profile** provides the contact information the donor has shared with Vitalant.
- **Book Appointment** lets you choose the right time for that donor’s next appointment.
- The **email** icon allows you to contact a donor directly if they have an email address in their profile.
- **Mark/unmark donor** is simply a tool to keep track of who you have called or emailed, like a checklist.
DONOR PROFILE
In addition to a donor’s contact information, donation history and appointments, there is an additional feature in the Associations section of a donor’s profile where you can remove an association that a donor has to your group.

This is helpful when you know that a donor is no longer part of your group and should not be included in your recruitment efforts. You may see that the donor has several different associations, but you will only be able to remove the association to your group. To do so, click the red box/white minus sign under Actions.
SCHEDULE APPOINTMENT (FROM MY DONORS PAGE)
Now let’s make an appointment from the My Donors page. Select your donor from the list, then click the Book Appointment Calendar icon.

Choose Donation Type and Available Blood Drives.

NOTE: If you have several blood drives scheduled throughout the year, be sure to select the correct drive date from Available Blood Drives.

After you have completed this information click the CREATE AN APPOINTMENT button.
SCHEDULE SHARING (FROM MY BLOOD DRIVES)
In the My Blood Drives section you can easily generate your blood drive schedule at any time to print or email.

Click on the Schedule icon next to the drive you are looking for and then click PRINT. This will create a PDF to share electronically or to print out for yourself and our blood drive staff. If you select the email icon, you may email your schedule to specific people, like your blood drive committee members or your Vitalant representative. This will not email the blood drive schedule to donors; see p. 15-18 for how to email donors.
PROMOTE DRIVE ON FACEBOOK (FROM MY BLOOD DRIVES)
You may also promote your blood drive on Facebook (including sharing a link to your blood drive schedule in your post) from the My Blood Drives page. You’ll only want to do this if your blood drive is open to the public. If you’re unsure about this, contact your Vitalant representative.

1. Select the blood drive you want to promote on Facebook.

   Click the Share icon (looks like a link). Once the “Share Blood Drive Link” box displays (below), highlight the URL in the Blood Drive Link section and copy it. (To highlight it, hold down and left-click your mouse at the beginning or end of the URL and drag to capture it, then release your finger; to copy it, hover your mouse over the highlighted URL, right-click your mouse and choose “copy”; or, hover your mouse over the highlighted URL, hold down the Control key on your keyboard and press the “C” key.)

2. Next, click the Schedule icon next to the drive you want to promote.

3. Choose the Facebook icon and log in to your Facebook account.

4. Write a post about your drive, something like:

   Please join <blood drive host organization’s name> at our blood drive on <date>, from <time> to <time>, at <location>. Click the link to view and make your own appointment or let me know what time works for you and I’ll schedule it. Thank you for transforming patients’ lives in our community by giving blood! <paste blood drive link here>

Note: To paste the URL of your blood drive’s schedule into your post – right click your mouse and choose “paste”; or, hold down the Control key on your keyboard and press the “V” key.
ADDING A NEW DONOR (FROM MY DONORS)
If you are scheduling an appointment for someone who is a first-time blood donor, or perhaps has not donated blood with Vitalant previously, you’ll need to create a profile for that person. To do this, go to the My Donors page.

1. **IMPORTANT:** First, please use the “Search for Donors” functionality to see if the person has a profile already created in our system. You can simply search by a donor’s first and last name, however, be aware that you may need to try different first names to see if the donor pulls up (e.g. “Bill” and then “William”).

You may click the “Advanced Search for Donors,” if needed, to use additional search criteria. If you find the donor, then proceed with using that donor’s profile to schedule an appointment. **This step is very important to prevent the creation of duplicate accounts.**

2. Once you’ve determined that no profile exists, choose “Create Profile for New Donor,” complete the fields and click SAVE. Mandatory fields are indicated with an asterisk (*):
   a. Legal First Name
   b. Legal Last Name
   c. Date of Birth
   d. Sex Assigned at Birth
   e. Email
   f. Primary Phone

**NOTE 1:** When entering address, complete Address 1 (and Address 2, if needed) then skip to the Zip Code field and click ADD. Enter the zip code and click OK. A pop-up will display a list of zip codes with city and state. Select the correct one and click ADD. The city and state will autopopulate in those fields. **NOTE 2:** If you miss completing one of the required fields and click SAVE, you will get an error message. To return to the nearly-completed form, click X to exit the error message and click “Create Profile for New Donor” again to complete the missing field. Click SAVE.

You can find your newly-created donor profile in the list on My Donors or you can search for the donor.
CREATE RECRUITMENT LIST (FROM MY DONORS)

You may use the “Search for Donors” functionality to generate a list of people who are associated with your blood drive (e.g. a past donor list) so you can recruit them for your upcoming drive. You may use the basic search functionality under “Search for Donors” or click “Advanced Search for Donors” to open up additional search fields. Be sure to always click the “Eligible Donors” box or “Eligible Donors without Future Appointments” as one of your criteria because you don’t want to ask someone to give blood if they are ineligible. Once you have your criteria selected, click the SEARCH button. If you need to clear the fields and start over, click the RESET button. You may work from this list while you’re on the portal, email the donors on this list, export it or print it.

PAST DONATION SITE:
This field is most useful when identifying donors who donated at your blood drives within the past four years. This filter is helpful if you want to send a special note or thank you to the donors after the drive or if you are recruiting them to donate at your next blood drive. In most cases it is better to use this one field to isolate your donors because it will include walk-ins and people who kept their appointments (regardless if they donated).

- Choose “Association”
- Select specific drive from “Past Donation Site”
- Click “Eligible Donors” box
- Click SEARCH

APPOINTMENT SITE:
This field identifies donors who had or have an appointment at a specific drive. While this can pull a donor list for past or future drives, this filter is most helpful when identifying donors who have an appointment at a future drive that you need to send a special email using the ‘Compose’ message feature (see pgs. 17-18 and 28).
For example, if you want to let donors know you changed the location for the upcoming blood drive, use the “Appointment Site” field to pull a list of donors. It could also be helpful if a blood drive got canceled and you want to recruit the same donors (who had appointments for the canceled drive) for the next drive.

- Choose “Association”
- Select specific drive from “Appointment Site”
- Click “Eligible Donors” box
- Click SEARCH

Other commonly used filters include:

**All eligible donors associated with your organization**

- Choose “Association”
- Click “Eligible Donors” box
- Click SEARCH

**All eligible donors associated with the organization who donated at the previous drive (regardless of having a previous appointment)**

- Choose “Association”
- Choose specific drive from “Past Donation Site”
- Click “Eligible Donors” box
- Click SEARCH
EMAILING YOUR DONORS (FROM MY DONORS)

If you want to send an email to your donors, follow the steps on p. 15-16 and click EMAIL instead of SEARCH. The system will still generate a list of donors. There are six email templates available:

1. Donate Blood and Transform Lives – See p. 23
2. Give Blood at Our Next Blood Drive! – See p. 24
3. Join us at Our Upcoming Blood Drive! – See p. 25
5. Thank You for Donating Blood: – See p. 27
6. Custom Email – See p. 28

Note: You may first preview the email templates to select the one you want (see below). When you have made your selection, you must choose a blood drive to send the email. There may be only one blood drive to select; however, some coordinators organize several blood drives every year. You will be prompted to select the blood drive with a specific date so the drive details (date, time, location, etc.) correctly populate in the email.

First, choose your blood drive from the drop-down list (click in the bottom field, then check the date to be sure it’s the correct drive):

Next, select your email template (click in the top field) and click PREVIEW to view it:
If you want to send a custom email, choose “Compose” from the Send Email box. The custom message is helpful if there is a last-minute change to your drive or additional information you need to send to your donors. It allows you to type a free-form message.

**IMPORTANT:** be brief when using the custom email template as it displays your message as one copy block with no paragraph formatting. *See p. 28.*

No matter which email you decide to send, it will distribute to all donors on the list you generate or to a specific donor you chose from the My Donors list. *You may send an email as often as every 4 days; this limit is only for “bulk” emails sent to donors using the list generation functionality (and not for emails you send to select individuals).*

You will receive a confirmation email (below) with an attachment of the donor email, letting you know it successfully sent. Your Vitalant representative will also get a notification email.

---

**Hello,**

This is confirmation of an email you successfully sent to donors from your coordinator portal account. The message of your email is attached.
RESOURCES
The Resources tab will direct you to a special web page just for blood drive coordinators, where you will find more tools, including: a copy of this guide, blood drive resources, social media graphics/content to promote your drive and FAQs about the donor portal and donor recognition program.

EMAILS COORDINATORS WILL RECEIVE
The following screenshots are of emails Vitalant will send to blood drive coordinators. The emails will come from givingblood@vitalant.org.

Email Type: Coordinator Account Activation Notice
Subject Line: Account Activation Notice - Coordinator Portal
Triggers: after a blood drive date and time is confirmed, this email will get sent to the blood drive coordinator so they can set up their Coordinator Portal account.

Dear,

Please click the link below (or copy-paste it in your browser and hit enter) to activate your coordinator account:

When you click the link, you will receive another email confirming the successful activation of your account along with your username and temporary password.

Thank you for transforming lives with Vitalant!
Email Type: Coordinator Account Activation Confirmation
Subject Line: Activation Confirmation - Coordinator Portal
Triggers: after coordinator clicks link in Account Activation Notice - Coordinator Portal email

Dear,

Congratulations! Your personal coordinator account has been activated.

Please click the link below (or copy-paste it in your browser and hit enter) to go to the Coordinator Portal login page:

Log in using the credentials below:
Email address:
Temporary password:

At log in, you will be prompted to change your temporary password to a permanent one.

Password tip: must be at least 8 characters in length and include upper and lowercase letters, and at least one number and special character.

Thank you for transforming lives with Vitalant.

Email Type: Coordinator Account Password Reset
Subject Line: Password Reset Prompt - Coordinator Portal
Triggers: after a coordinator clicks “Problems logging in?” link on the log in page of Coordinator Portal. It will prompt them to enter their email address (associated with their account) and click SUBMIT. They will then see this message (first screen shot) and will receive this email (second screen shot)

Dear,

Click the link below and enter your new password to complete the password reset process for your personal coordinator account. Password tip: must be at least 8 characters in length and include upper and lowercase letters, and at least one number and special character. Passwords are case sensitive.

Thank you for transforming lives with Vitalant.
Email Type: Coordinator Account Password Reset
Subject Line: Password Reset Confirmation - Coordinator Portal
Triggers: after a coordinator successfully resets their password.

Dear,

This is confirmation that your password was recently changed. You can now log in to:

Thank you for transforming lives with Vitalant.

Email Type: Account Locked - Coordinator Portal
Subject Line: Coordinator Account Locked – Reset Password
Triggers: when a coordinator attempts to log in too many times and needs to reset his or her password. Three invalid login attempts will lock the coordinator account and trigger this password reset email.

Dear,

Your personal coordinator account has been locked because of too many attempted logins. You'll need to reset your password to access your account.

To complete a password reset, click "Problems logging in?" on the login screen at coordinators.vitalant.org.

Thank you for transforming lives with Vitalant.
Email Type: Coordinator Distributed Email - Confirmation
Subject Line: Coordinator Distributed Email - Confirmation
Triggers: when a coordinator sends an email via the Coordinator Portal to their donors.

Hello,

This is confirmation of an email you successfully sent to donors from your coordinator portal account. The message of your email is attached.

Email Template: Thank You Post-Drive Email to Coordinators
Subject Line: Thanks for Hosting a Blood Drive
Triggers: 2 day(s) after blood drive date

Dear ,

Thank you for hosting a blood drive and offering your organization's members a chance to share in the wonder of positively impacting our community.

You are one of many dedicated blood drive coordinators across the country who partner with us to ensure a safe blood supply is always available for patients in need. In fact, more than half of the blood we collect comes from our mobile blood drive programs.

Thank you for transforming lives with Vitalant.

Please do not reply to this email. If you would like additional follow up, please contact your Vitalant representative.
EMAILS COORDINATORS CAN SEND TO THEIR DONORS FROM COORDINATOR PORTAL

The following emails are templates set up in the Coordinator Portal that coordinators can use to send to their donors to help promote or manage their drive and to thank donors afterward.

Email Type: Recruitment email template that coordinator can use to send an email to donors

Subject Line: Donate Blood and Transform Lives

Triggers: when a coordinator selects this email template within the Coordinator Portal to send a promotional email about the upcoming blood drive. The email will auto populate with a link to the drive’s schedule plus the upcoming blood drive’s host organization name, date, time and location. The coordinator can only access and send this email to donors associated with the coordinator’s blood drive host organization.

Make every day awesome

Dear $1{(donor.getFirstName())},

Hospitals throughout the U.S. face a critical blood shortage. Unfortunately, blood can’t be manufactured; only volunteer donors like you can resupply this precious natural resource.

In emergencies, it’s the blood already on the shelves that saves lives. Please help to replenish the blood supply so that patients can get the help they need.

Join us at our upcoming blood drive, and urge family and friends to donate too.

Schedule your appointment now: $1{(collectionPlanningLink)}

$1{(volunteer.getSponsorName())}
$1{(association.getDescription())}
$1{(collectionDate)}
$1{(collectionPlanning.getStartTime())} to $1{(collectionPlanning.getEndTime())}
$1{(collectionSite.getPrimaryCollectionSiteAddress().getAddress1())}
$1{(collectionSite.getPrimaryCollectionSiteAddress().getAddress2())}
$1{(collectionSite.getCity())}, $1{(collectionSite.getState())} $1{(collectionSite.getPostalCode())} $1{(collectionSite.getDescription())}

Don’t forget! Save up to 20 minutes on your visit by filling out your Fast Track Health History questionnaire online the day you donate. You may also access Fast Track from your donor account as long as you have an appointment scheduled and it’s the day of your donation.

Visit Vitalant’s website for more information on preparing for your donation and the donation process.

Patients all over the country are counting on us. If you’d like to schedule an appointment or have any questions, please call or email me.

Warmest regards,

$1{(volunteer.getFirstName())} $1{(volunteer.getLastName())}
$1{(volunteer.getMobilePhone())}
$1{(volunteer.getPrimaryVolunteerAddress().getHomePhone())}
$1{(volunteer.getPrimaryVolunteerAddress().getWorkPhone())}

Thank you for transforming lives with Vitalant.
Email Type: Recruitment email template that coordinator can use to send an email to donors

Subject Line: Give Blood at Our Next Blood Drive!

Triggers: when a coordinator selects this email template within the Coordinator Portal to send a promotional email about the upcoming blood drive. The email will auto populate with the upcoming blood drive’s date and time, and will include a link to the blood drive schedule. The coordinator can only access and send this email to donors associated with the coordinator’s blood drive host organization.

Dear $!{donor.getFirstName()},

Did you know that one in seven hospital patients requires a blood transfusion? This could be somebody’s mother or father, sister or brother, son or daughter – or perhaps one day, you.

Lifesaving blood offers second chances and many tomorrows to those who depend on it. Please join us at our next blood drive on $!{collectionDate} at $!{collectionPlanning.getStartTime()}.

$!{collectionPlanningLink}

Don’t forget! Save up to 20 minutes on your visit by filling out your Fast Track Health History questionnaire online the day you donate. You may also access Fast Track from your donor account as long as you have an appointment scheduled and it’s the day of your donation.

Visit Vitalant’s website for more information on preparing for your donation and the donation process.

Because of you, life doesn’t stop. If you’d like to schedule an appointment or have any questions, please call or email me.

Warmest regards,

$!{volunteer.getFirstName()} $!{volunteer.getLastName()}
$!{volunteer.getMobilePhone()}
$!{volunteer.getPrimaryVolunteerAddress().getHomePhone()}
$!{volunteer.getPrimaryVolunteerAddress().getWorkPhone()}

Thank you for transforming lives with Vitalant.
Email Type: Recruitment email template that coordinator can use to send an email to donors

Subject Line: Join us at Our Upcoming Blood Drive!

Triggers: when a coordinator selects this email template within the Coordinator Portal to send a promotional email about the upcoming blood drive. The email will auto populate with the upcoming blood drive’s date and time, and will include a link to the blood drive schedule. The coordinator can only access and send this email to donors associated with the coordinator’s blood drive host organization

Dear ${donor.getFirstName()},

Blood and blood products are a critical part of everyday medical care. Car accident and blood loss victims alone may need transfusions of 100 units or more of red blood cells.

Lifesaving blood offers second chances and many tomorrows to those who depend on it. Please join us at our next blood drive on ${collectionDate} at ${collectionPlanning.getStartTime()}. You’ll feel incredible knowing you could be saving up to three people’s lives.

${collectionPlanningLink}

Don’t forget! Save up to 20 minutes on your visit by filling out your Fast Track Health History questionnaire online the day you donate. You may also access Fast Track from your donor account as long as you have an appointment scheduled and it’s the day of your donation.

Visit Vitalant’s website for more information on preparing for your donation and the donation process.

Because of you, life doesn’t stop. If you’d like to schedule an appointment or have any questions, please call or email me.

Warmest regards,

${volunteer.getFirstName()} ${volunteer.getLastName()}
${volunteer.getMobilePhone()}
${volunteer.getPrimaryVolunteerAddress().getHomePhone()}
${volunteer.getPrimaryVolunteerAddress().getWorkPhone()}

Thank you for transforming lives with Vitalant.
**Email Type:** Recruitment email template that coordinator can use to send an email to donors

**Subject Line:** Make a Power Red Donation at Our Next Blood Drive!

**Triggers:** when a coordinator selects this email template within the Coordinator Portal to send a promotional email about the upcoming blood drive. The email will auto populate with the upcoming blood drive’s date and time, and will include a link to the blood drive schedule. The coordinator can only access and send this email to donors associated with the coordinator’s blood drive host organization.

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Dear $! {donor getFirstName()}. 

You’ve generously donated blood before at our blood drive. Did you know that you may be eligible for a special donation type called Power Red? A Power Red doubles the impact of your donation because you give two units of red cells, which benefits patients with chronic blood disorders or those facing trauma surgeries. Ask your donor care specialist to see if you qualify.

Giving a Power Red donation is an automated process in which a machine separates out your red blood cells and returns the other components, plus some saline solution, back to you. Because of this, you may feel even better after this donation.

Please consider signing up for a Power Red donation at our next blood drive on $! {collectionDate} at $! {collectionPlanning getStartTime()}. 

$! {collectionPlanningLink}

Don’t forget! Save up to 20 minutes on your visit by filling out your Fast Track Health History questionnaire online the day you donate. You may also access Fast Track from your donor account as long as you have an appointment scheduled and it’s the day of your donation.

Visit Vitalant’s website for more information on preparing for your donation and the donation process.

If you’d like to schedule an appointment or have any questions, please call or email me.

Because of you, life doesn’t stop. Whether you make a whole blood or Power Red donation, I look forward to your participation at our next blood drive.

Warmest regards,

$! {volunteer getFirstName()} $! {volunteer getLastName()}
$! {volunteer getMobilePhone()}
$! {volunteer getPrimaryVolunteerAddress().getHomePhone()}
$! {volunteer getPrimaryVolunteerAddress().getWorkPhone()}

Thank you for transforming lives with Vitalant.
**Email Type:** Thank you email template coordinator can use to send an email to his or her donors after the drive

**Subject Line:** Thank You for Donating Blood

**Triggers:** when a coordinator selects this email template within the Coordinator Portal to send a thank you email about the recent blood drive. The coordinator can only access and send this email to donors associated with the coordinator’s blood drive host organization.

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Dear $(donor.getFirstName()),

Thank you for donating at our recent blood drive with Vitalant!

Each year, nearly 5 million Americans need blood transfusions. Blood helps trauma and burn patients, premature infants, heart surgery patients, organ transplant recipients and those fighting cancer, among others.

In emergencies, it’s the blood already on hospital shelves that saves lives. Your participation helps ensure a ready blood supply for patients who need it.

There are also perks for you as a donor. If you have not already created your online donor account to access the information Vitalant shares with you, we encourage you to do so.

Through your account, you can view your wellness results like blood pressure, cholesterol, and hemoglobin (iron level) from each completed donation. You also may schedule appointments, see your donation history, and more.

For instructions on creating and accessing your account, please visit our website.

I look forward to your participation in our next blood drive. Together, we can do amazing things!

Warmest regards,

$(volunteer.getFirstName()) $(volunteer.getLastName())
Email Type: Email template that coordinator can use to send an ad hoc email to donors

Subject Line: customizable by coordinator

Triggers: when a coordinator selects “Compose” (instead of “Template”) from the Send Email wizard within the Coordinator Portal. This allows the coordinator to create and send a custom email to a specific donor or group of donors. The coordinator can only access and send this email to donors associated with the coordinator’s blood drive host organization.

IMPORTANT: be brief when using the custom email template as it displays your message as one copy block with no paragraph formatting.

Hello Donors, Blood drive is in East parking lot.