Coordinator Portal Guide

Coordinator Portal Guide

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Coordinator Portal Guide

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).
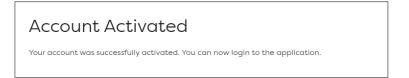
ACCOUNT CREATION

To get you started, Vitalant will send you an email from **givingblood@vitalant.org** with an activation link (good for 7 days) and instructions for setting up your Coordinator Portal account.
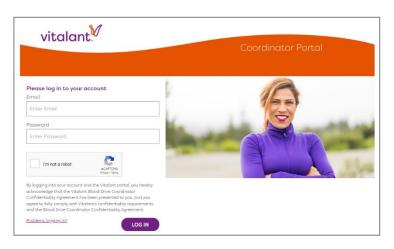
Your email address will be your username.

After you click the link in the email, you will be prompted to create 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.**

After creating a password, you'll receive a message confirming the account has been activated.

Account Activated
Your account was successfully activated. You can now login to the application.
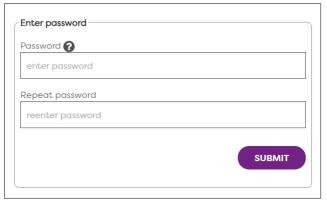
Next, the page will redirect to the login page for you to log in using your email address and newly created password.

You will also receive an email confirming the account activation with a link to the login page.

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vitalant — Blood Donation

Activate account

Dear $!{volunteer.getFirstName()} $!{volunteer.getLastName()},

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

$!{activationUrl}

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

Thank you for transforming lives with Vitalant!

Enter password

Password

> enter password

Repeat password

> reenter password

SUBMIT

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vitalant — Coordinator Portal

Please log in to your account

Email
> Enter Email

Password
> Enter Password

☐ I'm not a robot — reCAPTCHA Privacy - Terms

By logging into your account and the Vitalant portal, you hereby acknowledge that the Vitalant Blood Drive Coordinator Confidentiality Agreement has been presented to you, and you agree to fully comply with Vitalant's confidentiality requirements and the Blood Drive Coordinator Confidentiality Agreement.

Problems logging in?

LOG IN

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vitalant — Blood Donation

Account activated

Dear ,

Congratulations! Your personal coordinator account has been activated.

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

Log in using the email address below:
Email address:
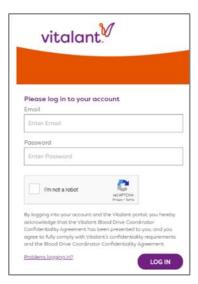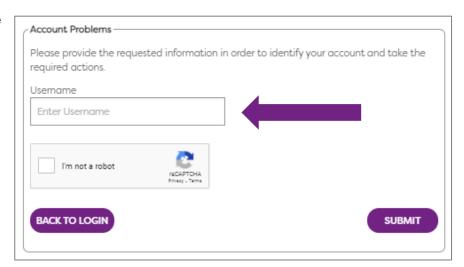
Thank you for transforming lives with Vitalant.

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 your Vitalant Account Manager.
- 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 your Vitalant Account Manager, so it matches what we have in our system.

For added security, all users will need to complete the reCAPTCHA image tool displayed at time of login.

PRIVACY AGREEMENT

Before you login, we'll ask you to read our Coordinator Confidentiality Agreement. This agreement outlines the appropriate use of personal donor information that is made available to you in Coordinator Portal. In general, all donor information should be used exclusively to recruit donors and coordinate your blood drive(s) with Vitalant. Any donor lists you access, print, export, or save should be managed in a secure manner per the instructions in the agreement.

You can view the entire agreement at any time by visiting vitalant.org/coordinator-confidentiality. Should you or your donors have any questions about Vitalant's privacy policy, you can view it here: vitalant.org/privacy-policy. We deeply appreciate your partnership in keeping donor information secure.

To sign the agreement, please check the box, and click **CONFIRM**.

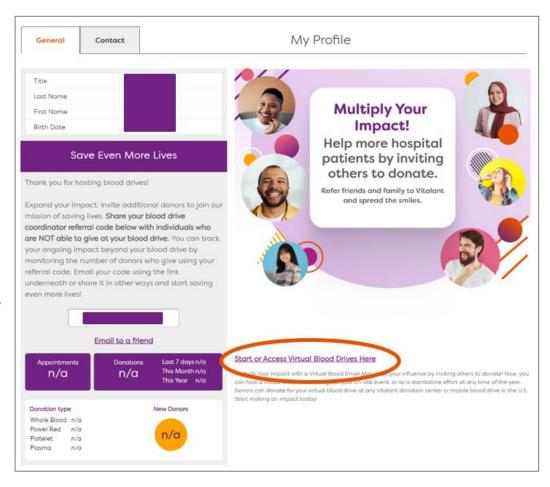NOTE: You may see the notification upon your first few logins.

MY PROFILE

Here you'll see the basic contact information you've shared with us under the **CONTACT TAB.**

If your profile information changes, please do not make any edits within the contact tab, as any updates you make here will *not* transfer to other software programs we use to manage your blood drives.

Instead, let your Vitalant Account Manager know of any changes so our systems can be updated accordingly.

The **GENERAL TAB** contains the Refer a Friend program details. This program allows you to multiply your impact by sharing your unique code to promote blood donation in between your scheduled blood drives.
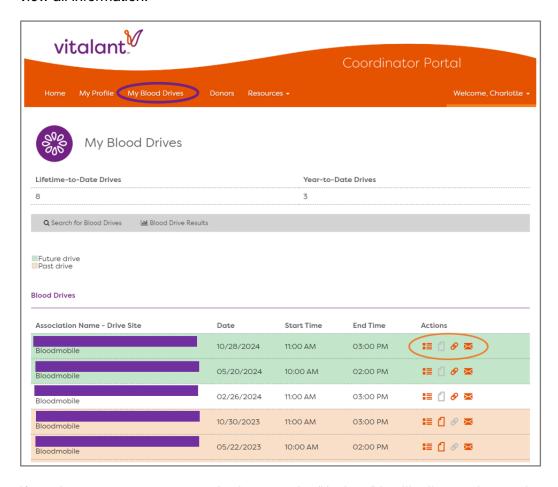
You'll also see the link to create and manage a Virtual Blood Drive. A Virtual Blood Drive helps maximize your influence by inviting others to donate. You can host a virtual blood drive alongside your on-site event, or as a standalone effort at any time of the year. Donors can donate for your virtual blood drive at any Vitalant donation center or mobile blood drive in the U.S.
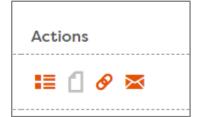
MY BLOOD DRIVES

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. Green indicates future drives, orange indicates past drives, and no color indicates a drive occurring today.

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: appointment schedule, drive results, link to share your drive's schedule with your donors, and email your Vitalant Account Manager (contact assigned staff).
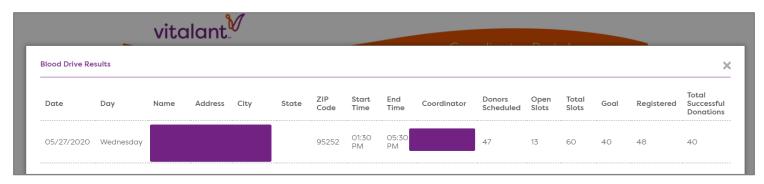
NOTE: If the icon is orange, you may access that information. If the icon is gray, that information is not available. (In this example, we're looking at a future blood drive where you can view the appointment schedule, copy your drive's appointment link for recruiting donors, and email your Vitalant Account Manager; but the "results" icon is not accessible until after the drive.)

BLOOD DRIVE RESULTS

Blood drive results will give you a quick snapshot of your post-drive information. In addition to the blood drive date, location and time, the results will specify the following:
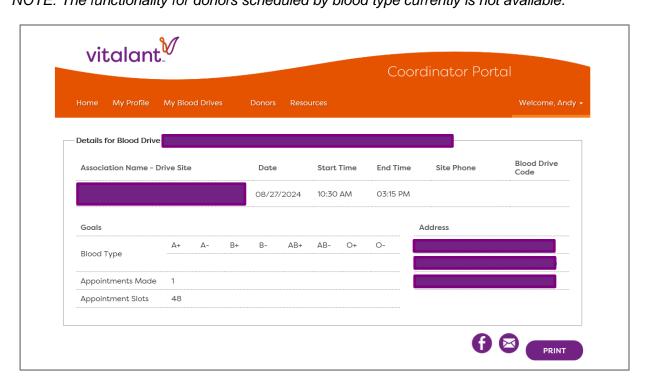
- Number of donors scheduled
- Number of open appointment slots (unscheduled appointments)
- Number of total appointment slots
- Blood drive goal (successful donors)
- Number of registered donors (donors who were checked in for their appointments; includes walk-ins)
- Total successful donations (donors with and without appointments)

Blood Drive Results

Date	Day	Name	Address	City	State	ZIP Code	Start Time	End Time	Coordinator	Donors Scheduled	Open Slots	Total Slots	Goal	Registered	Total Successful Donations
05/27/2020	Wednesday					95252	01:30 PM	05:30 PM		47	13	60	40	48	40

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 donors scheduled by blood type currently is not available.

Coordinator Portal

Home   My Profile   My Blood Drives   Donors   Resources   Welcome, Andy ▾

Details for Blood Drive

Association Name - Drive Site	Date	Start Time	End Time	Site Phone	Blood Drive Code
	08/27/2024	10:30 AM	03:15 PM		

Goals

Blood Type	A+	A-	B+	B-	AB+	AB-	O+	O-
Appointments Made	1							
Appointment Slots	48							

Address

PRINT

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).

	Available slot Blocked slot Confirmed appointment Provisional appointment Reserved slot			
	WHOLE BLOOD 2	**WHOLE BLOOD 4**	**WHOLE BLOOD 3**	**POWER RED 2**
09:00 AM	09:00 AM	09:00 AM	09:00 AM	09:00 AM
09:15 AM	09:15 AM	09:15 AM CONFIRMED WHOLE BLOOD	09:15 AM	09:15 AM
09:30 AM	09:30 AM	09:30 AM	09:30 AM	09:30 AM
09:45 AM	09:45 AM	09:45 AM	09:45 AM	09:45 AM
10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM
10:15 AM	10:15 AM	10:15 AM	10:15 AM	10:15 AM
10:30 AM	10:30 AM	10:30 AM	10:30 AM	10:30 AM

The schedule's legend corresponds to your appointment slots.

- White = Available
- Light Red = Unavailable (Blocked)
- Green = Confirmed Appointment
- Pink = Provisional (*this functionality currently not available*)
- Purple = Reserved (*this functionality currently not available*)

Available slot
Blocked slot
Confirmed appointment
Provisional appointment
Reserved slot

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 and reserved appointment features are currently unavailable.*

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
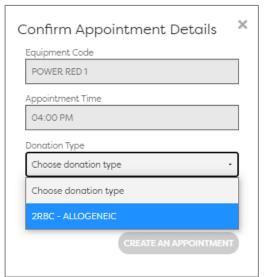
MODIFY APPOINTMENT = change appointment time for that same drive
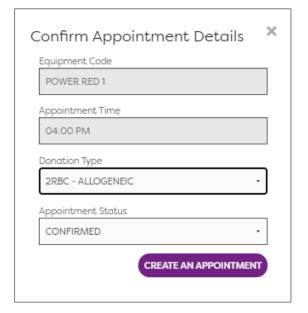
CANCEL APPOINTMENT = cancel appointment

SCHEDULE APPOINTMENT (FROM DRIVE SCHEDULE)

To schedule an appointment for someone from the drive schedule view, 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.

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 Donors page, which we'll cover next.

DONORS PAGE

The Donors page 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.

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 individual donor)**, and **mark or unmark** the donor.

- <u>Donor Profile</u> provides the contact information the donor has shared with Vitalant as well as donation history & eligibility information.
- <u>Book Appointment</u> lets you choose the right time for that donor's next appointment.
- The <u>email</u> icon allows you to contact a donor directly if they have an email address in their profile.
- <u>Mark/unmark donor</u> is simply a tool to keep track of who you have called or emailed, like a checklist. The marked box also indicates if the donor has a future appointment.

ADDING A NEW DONOR (FROM DONORS PAGE)

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 Donors page.
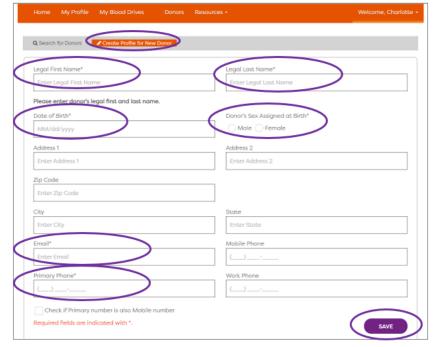
1. **IMPORTANT:** First, please use the "**Search for Donors**" functionality to see if the person has a profile already associated to your group(s). You can simply search by a donor's first and last name, however, be aware that you may need to try different first names to see if the donor pulls up (e.g., "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 donor profiles.**

2. Once you've determined that no profile exists in your donor list, 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 add the Zip Code. A pop-up will display a list of zip codes with city and state. Select the correct one. The city and state will auto populate 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, 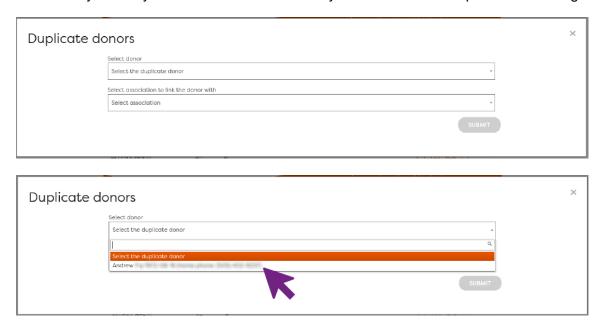click X to exit the error message and click "Create Profile for New Donor" again to complete the missing field. Click **SAVE**.

You can find your newly created donor profile in the list on the Donors page, or you can search for the donor.
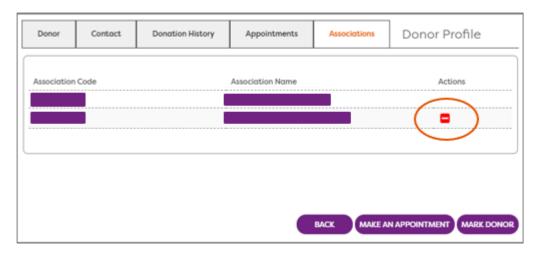
DONOR RECORD ALREADY EXISTS

From the "Create Profile for New Donor" section, if you've entered information for a donor who already exists in our system but wasn't associated with your group(s), you'll receive this "Duplicate donors" window. This functionality allows you to now link this donor to your blood drive and prevents creating a duplicate donor account.
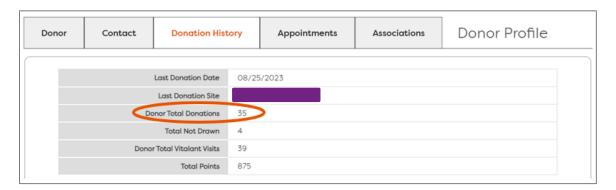

DONOR PROFILE

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 orange box/white minus sign icon under Actions.

The Donation History tab in Donor Profile is where you can view Donor Total Donations, which includes all Vitalant and non-Vitalant successful/unsuccessful donations – not including if the donor was deferred during medical interview. Referencing the Donor Total Donations count when recognizing donors is recommended to best align with Vitalant's donor recognition programs. You'll also find next eligibility date information in this section as well.
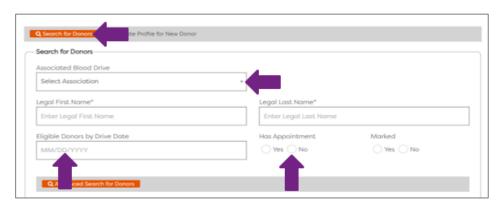

CREATE RECRUITMENT LIST (FROM DONORS PAGE)

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 additional search fields. After entering your filter criteria, select Search, Email, Export, or Print to generate the list.

ALL ELIGIBLE DONORS BY DRIVE DATE:

- Choose "Association"
- Enter blood drive date in the "Eligible Donors by Drive Date" field
- Select "No" for Has Appointment
- Click SEARCH

NOTE: All Eligible Donors by Drive Date with 'no' selected for 'Has Appointment' is most accurate when generated prior to an upcoming drive (and less accurate when generated the same day as a drive) due to time zones.
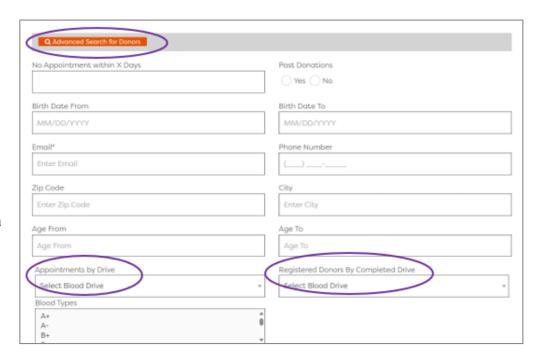
REGISTERED DONORS BY COMPLETED DRIVE:

This field is most useful when identifying donors who participated 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 conducting a drawing after a drive. The "Registered Donors by Completed Drive" filter will identify donors who were registered at the selected drive. This includes everyone who was registered in our system at that drive, whether they completed the donation process and whether they had an appointment or presented as a donor without an appointment.

- Choose "Association"
- Select Advanced Search for Donors
- Select specific drive from "Registered Donors by Completed Drive" drop-down menu
- Click SEARCH

APPOINTMENTS BY DRIVE:

This field identifies donors who had or have an appointment at a specific drive. While this can generate a list for past or future drives, this filter is most helpful when identifying donors who *already have an appointment* at a future drive that you want to send a special email using the 'Compose' message feature (see pg. 16 and 29).

For example, if you want to let donors know you changed the location for the upcoming blood drive, use the "Appointments by Drive" field to pull a list of donors with appointments for that drive.

- Choose "Association"
- Select Advanced Search for Donors
- Select specific drive from "Appointments by Drive" drop-down menu
- Click SEARCH

EMAILING DONORS (FROM DONORS PAGE)

If you want to send an email to donors, follow the steps on p. 13-14 to generate the list, then click **EMAIL**. There are multiple email templates available, including seasonal templates during select timeframes. Here are a few examples of templates:

1. *Donate Blood and Transform Lives* – See p. 24
2. *Give Blood at Our Next Blood Drive!* – See p. 25
3. *Join us at Our Upcoming Blood Drive!* – See p. 26
4. *Did you know there are different blood donation types?* – See p. 27
5. *Thank You for Donating Blood* – See p. 28
6. *Help Us Fill our Blood Drive Appointments* – See p. 28
7. *Custom Email* – See p. 29
8. *Blood Drive Cancellation* – See p 29

NOTE: Choose the desired blood drive date from the drop-down menu (this list will include past drives as well as future drives). The drive details (date, time, location, etc.) for the selected drive will populate in the template email being sent to donors. Next, select the desired template. After previewing the populated template for accuracy, the "Send" button will become available.

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):
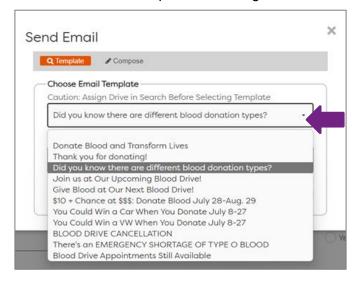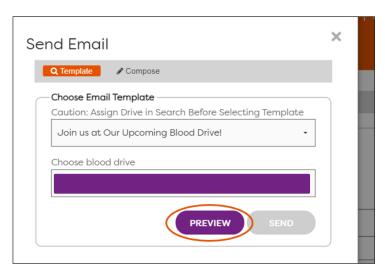
Next, select your email template (click in the top field) and click **PREVIEW** (required) to review the email and drive date information prior to sending.

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 donors. It allows you to type a free-form message.

After entering your subject line and message, you'll be prompted to "Preview" the message first before being able to send the message.

No matter which email option you decide to send, it will distribute to all donors on the list you generate or to a specific donor you chose from the Donors page. *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).*
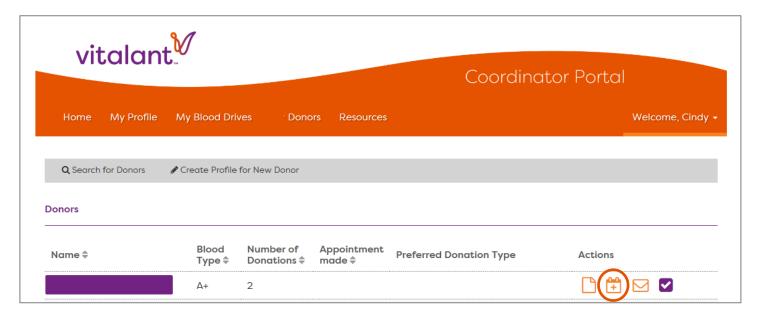
You will receive a confirmation email (below) with an attachment of the donor email letting you know it successfully sent. Your Vitalant Account Manager will also get a notification email.

Hello $!{volunteer.getFirstName()} $!{volunteer.getLastName()},

This is confirmation of an email you successfully sent to $!{donorCount} donors from your coordinator portal account. The message of your email is attached.
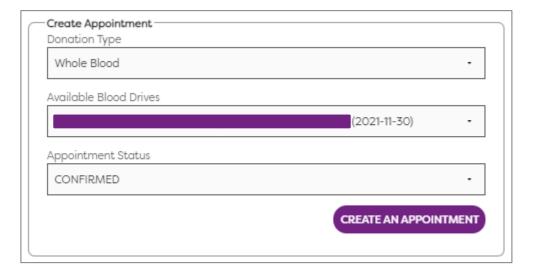
SCHEDULE APPOINTMENT (FROM DONORS PAGE)

Now let's make an appointment from the Donors page. Select your donor from the list, then click the Book Appointment Calendar icon. **Note: If you see two records for the same donor, use the one that has the blood type and donation history next to their name.**

Choose Donation Type and Available Blood Drives from the drop-down menus.

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/or our blood drive staff. If you select the envelope icon, you may email your schedule to specific people, like your blood drive committee members or your Vitalant Account Manager. This will not email the blood drive schedule to donors; see p. 13-16 for how to email donors.

![vitalant logo]

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. <u>You'll only want to do this if your blood drive is open to the public</u>. If you're unsure about this, contact your Vitalant Account Manager.
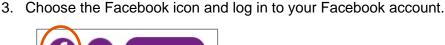
1. Select the blood drive you want to promote on Facebook.

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 add you to our schedule. Thank you for transforming 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.

RESOURCES

The Resources tab will direct you to special web pages just for blood drive coordinators, where you will find more tools, including: training resources, 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, the "Activate Account" email will get sent to the blood drive coordinator so they can set up their Coordinator Portal account. NOTE: Activation link is good for 7 days.

Email Type: Coordinator Account Activation Confirmation
Subject Line: **Activation Confirmation - Coordinator Portal**
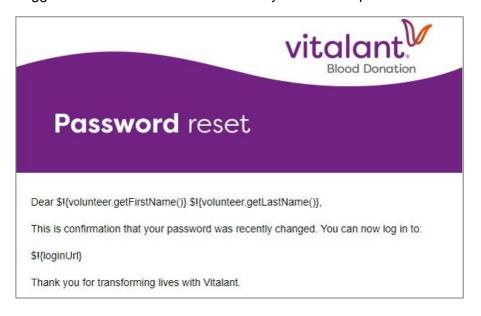*Triggers:* after coordinator clicks link in Account Activation Notice - Coordinator Portal email

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).

Password Reset Request

The password reset request has been processed. An email message with additional information was sent to your email account.

Dear $!{volunteer.getFirstName()},

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.

$!{resetPasswordUrl}

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.

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. Six invalid login attempts will lock the coordinator account and trigger this email.
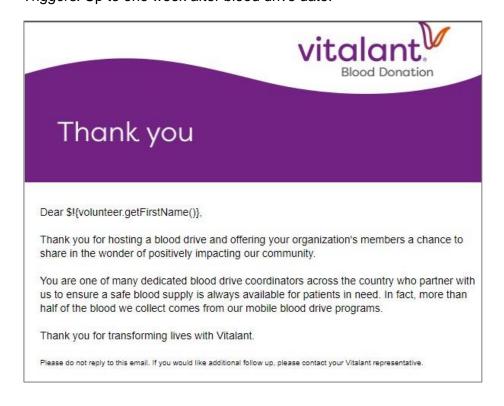
Email Type: Coordinator Distributed Email - Confirmation
Subject Line: **Coordinator Distributed Email - Confirmation**
Triggers: when a coordinator sends an email via the Coordinator Portal to their donors.

Email Template: Thank You Post-Drive Email to Coordinators
Subject Line: **Thank You for Hosting a Blood Drive**
Triggers: Up to one week after blood drive date.

EMAILS COORDINATORS CAN SEND TO DONORS FROM COORDINATOR PORTAL

The following emails are some examples of templates set up in the Coordinator Portal that coordinators can use to send to donors to help promote or manage their drive and to thank donors afterward. Only donors associated with the coordinator's blood drive host organization may receive emails from the Coordinator Portal. **Leveraging all available communication tools to reach & invite your entire population is highly recommended.**

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

There is **NO SUBSTITUTE** for human blood.

Dear $!{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.

Make your appointment today to donate at:
$!{volunteer.getSponsorName()}
$!{association.getDescription()}
$!{collectionDate}
$!{collectionPlanning.getStartTime()} to $!{collectionPlanning.getEndTime()}
$!{collectionSite.getPrimaryCollectionSiteAddress().getAddress1()}
$!{collectionSite.getPrimaryCollectionSiteAddress().getAddress2()}
$!{collectionSite.getCity()}, $!{collectionSite.getState()} $!{collectionSite.getPrimaryCollectionSiteAddress().getPostalCode().getCode()}
$!{association.getDescription()}
$!{collectionSite.getDescription()}

Multiply your impact for patients with the Vitalant Refer a Friend Program. Many people say they never donated blood because they've never been asked. You can help by making that personal ask. Find out more here.

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.

Warmest regards,

$!{volunteer.getFirstName()} $!{volunteer.getLastName()}
$!{volunteer.getPrimaryEmail().getEmail()}

Thank you for transforming lives with Vitalant.

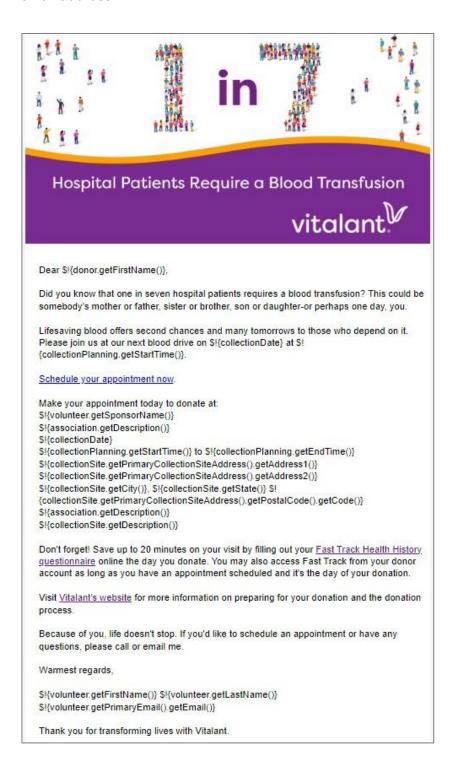*Subject Line:* **Donate Blood and Transform Lives**

Triggers: When a coordinator selects this email template within the Coordinator Portal to send a recruitment 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, as well as the coordinator first & last name and email address.

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 recruitment 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, as well as the coordinator first & last name and email address.

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 recruitment 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, as well as the coordinator first & last name and email address.

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.

Schedule your appointment now.

Make your appointment today to donate at:
$!{volunteer.getSponsorName()}
$!{association.getDescription()}
$!{collectionDate}
$!{collectionPlanning.getStartTime()} to $!{collectionPlanning.getEndTime()}
$!{collectionSite.getPrimaryCollectionSiteAddress().getAddress1()}
$!{collectionSite.getPrimaryCollectionSiteAddress().getAddress2()}
$!{collectionSite.getCity()}, $!{collectionSite.getState()} $!{collectionSite.getPrimaryCollectionSiteAddress().getPostalCode().getCode()}
$!{association.getDescription()}
$!{collectionSite.getDescription()}

Multiply your impact for patients with the Vitalant Refer a Friend Program. Many people say they never donated blood because they've never been asked. You can help by making that personal ask. Find out more here.

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.getPrimaryEmail().getEmail()}

Thank you for transforming lives with Vitalant.

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

Subject Line: **Did you know there are different blood donation types?**

Triggers: When a coordinator selects this email template within the Coordinator Portal to send a recruitment 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, as well as the coordinator first & last name and email address.

Dear $!{donor.getFirstName()},

Thank you for generously donating lifesaving blood at our drive. Did you know that there are different donation types?

You may be eligible for a special donation type called Power Red. Power Red is an automated donation that removes a concentrated dose of your red cells and returns the other components to you, along with hydrating saline.

This superpowered donation doubles the impact with two units of red cells, a win for you and a win for trauma and cancer patients in need of this invaluable blood component. This is an ideal donation type for those who are Type O+, O-, A-, and B-. Learn more about the specific process and criteria.

Please consider signing up for a Power Red donation at our next blood drive on $!{collectionDate} at $!{collectionPlanning.getStartTime()}. If Power Red is not an option, please make an appointment to give precious whole blood.

Schedule your appointment now.

Make your appointment today to donate at:
$!{volunteer.getSponsorName()}
$!{association.getDescription()}
$!{collectionDate}
$!{collectionPlanning.getStartTime()} to $!{collectionPlanning.getEndTime()}
$!{collectionSite.getPrimaryCollectionSiteAddress().getAddress1()}
$!{collectionSite.getPrimaryCollectionSiteAddress().getAddress2()}
$!{collectionSite.getCity()}, $!{collectionSite.getState()} $!{collectionSite.getPrimaryCollectionSiteAddress().getPostalCode().getCode()}
$!{association.getDescription()}
$!{collectionSite.getDescription()}

Multiply your impact for patients with the Vitalant Refer a Friend Program.

If you 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, we look forward to your participation at our next blood drive.

Warmest regards,

$!{volunteer.getFirstName()} $!{volunteer.getLastName()}
$!{volunteer.getPrimaryEmail().getEmail()}

Email Type: Thank you email template a coordinator can use to send an email to 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. This email will include the coordinator first and last name, and email address.

Email Type: Recruitment message to fill remaining appointment slots.

Subject Line: **Help Us Fill our Blood Drive Appointments**

Triggers: When a coordinator selects this email template within the Coordinator Portal to invite donors to fill remaining open slots for an 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, as well as the coordinator first & last name and email address.
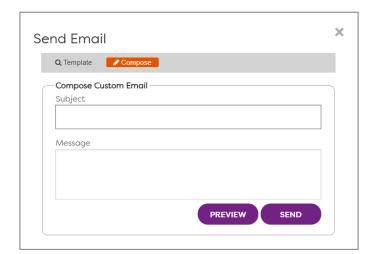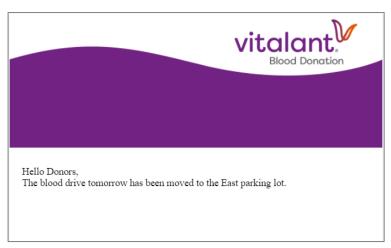
Email Type: Email template that coordinator can use to send an ad hoc email to donors

Subject Line: **customizable by coordinator**

Triggers: When a coordinator selects "Compose" (instead of "Template") from the Send Email window within the Coordinator Portal. This allows the coordinator to create and send a custom email to a specific donor or group of donors associated with the host organization. *NOTE: No drive details or link will auto-populate in the custom email. If you wish to include drive details and/or link to appointment schedule, be sure to include these in the body of the message.*
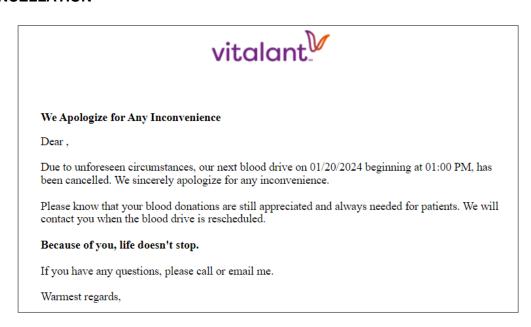

Email Type: Email template that coordinator can use to send an email to donors informing them a drive has been cancelled

Subject Line: **BLOOD DRIVE CANCELLATION**

Triggers: When a coordinator selects this email template within the Coordinator Portal to send a blood drive cancellation email for an upcoming blood drive. The email will auto populate with the cancelled blood drive's date and start time, as well as the coordinator first and last name, and email address. The coordinator can only send this email to donors associated with the coordinator's blood drive host organization.

Thank You for making the life-transforming

choice to be a blood drive coordinator!

Your commitment to ensuring a safe and available

blood supply will give hope to patients in their time of need.