

Vitalant Thank-You Gifts Process



Option 2: POINTS REDEMPTION IN THE DONOR RECOGNITION PROGRAM

1

CREATE ACCOUNT

Donors must first create an online donor account.

NJ/NY DONORS ONLY:

1. Visit donor.cbsblood.org
2. Click “Create One Now” under the log in section

NEED HELP? vitalant.org/NJinstructions

2

OPT IN

After creating an account, donors must register it to opt in to the donor recognition program.

NEED HELP?

Visit vitalant.org/recognition. Then, click the + symbol next to “Joining the program and eligibility” for opt-in instructions.

3

RECEIVE POINTS

After opting in, donors will begin receiving points for every subsequent successful (or attempted) donation and qualifying bonus points.

Important Note:

- Points will remain active and redeemable within a rolling 15 months from the date of the donor’s last visit. Points will only expire after 15 months of inactivity, or if the donor opts out of the program.
- Appointments are recommended for seamless assignment of points.

4

REDEEM POINTS

When enough points are accrued, donors can redeem their points for an item of their choice in the online donor store.

NJ/NY DONORS ONLY:

1. Log in to account at vitalant.mypointrewards.com to access donor store; select item.
2. Order confirmation and update emails come from no-reply@mypointrewards.com.
3. For e-gift cards only: Click “Profile Menu” then “Orders” and click on order number to access e-gift card.

NOTE: physical items are mailed and can take up to 4 weeks to receive.

FREQUENTLY ASKED QUESTIONS

CAN THE DONOR RECEIVE POINTS INSTEAD OF A GIFT CARD OR PHYSICAL ITEM REDEEMABLE VIA EMAIL?

Gift cards and physical items that Vitalant periodically offers cannot be replaced with points in Vitalant’s donor recognition program.

However, there are times when bonus points are an option to redeem instead of a physical item during the redemption process. When donors select bonus points, they will see them in their online donor account within 7 business days after their donation.

QUESTIONS ABOUT A THANK-YOU GIFT?

Visit vitalant.org/PromoDetails or contact Vitalant at rewards@vitalant.org or 877-258-4825 (option 2.)