Blood Drive Coordinator Guide
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Welcome!

**Saving lives is easier with Hero Hub**

As a Blood Drive Coordinator with Memorial Blood Centers (MBC), you can use Hero Hub to be more efficient when recruiting, retaining, and thanking donors. The online program provides you with real-time booking capabilities, customized recruitment lists and reports—all at your fingertips.

Make your drives more successful with Hero Hub:
- Edit, schedule, and remove existing donors.
- Quickly add new donors.
- View future and past blood drive schedules.

Hero Hub is designed to be intuitive and user-friendly. All appointments can be managed through Hero Hub, by you or your Donor Recruiter. After logging in, check out the features Hero Hub has to offer by clicking the different tabs. Before you know it, you will be maneuvering through Hero Hub with ease!

If you have questions about Hero Hub, your MBC Donor Recruiter can assist you. Please do not hesitate to ask for help.

<table>
<thead>
<tr>
<th>Your Username:</th>
</tr>
</thead>
</table>

| Your Password: |

| Your MBC Donor Recruiter: |
Training Checklist
To ensure competency with the software, you will be trained by Memorial Blood Centers’ staff on the following items:

- Login page
- View blood drive schedules
- Search (by legal name) for existing donors
- Add new donors (cross-checking process)
- Edit a donor profile
- Book appointments for new or existing donors
- Cancel Appointments
- Move Appointments
- Run Reports
- Contact Support
Login

How to Login
Enter the Username and Password provided by your MBC Donor Recruiter. If you haven’t received your credentials please call 651-332-7168, or contact your Donor Recruiter.

- The password is defaulted to “password”
- For security, you will be prompted to change your password upon your first log in

There are three easy ways to log into Hero Hub. Select the option that is easiest for you and bookmark it as a “favorite.”

Option 1: http://www.MBC.org
Logging in from the MBC homepage provides a lot of general information at your fingertips. Click on Coordinator Login to log into the Hero Hub Blood Drive Coordinator Module.
Option 2: http://www.MBCHeroHub.club
This option gives you the flexibility of logging in as a donor or continuing to the Hero Hub Blood Drive Coordinator Module. Click on the Coordinator Login in the navigation menu to log into the Hero Hub Blood Drive Coordinator Module. As you educate your donors on the ease of scheduling an appointment, we recommend that you bookmark this page as a “favorite.”

Option 3: http://www.MBCHeroHub.club/sitecoordinator
This option is the most direct way to log into the Hero Hub Blood Drive Coordinator Module.
Blood Drive Schedules

Scheduling made easy

From the Blood Drives dashboard, you can:

- Easily review the appointment schedule anytime, anywhere.
- Always know the status of your blood drive schedule.
- Export the schedule to an Excel spreadsheet.
- Print out the schedule and use it as a form when recruiting donors “face-to-face.”
- After making an appointment online, donors who have provided an email address will automatically receive confirmation and reminder emails.

How to view your Blood Drive Schedule

1. Access your Blood Drive Schedule by selecting the Blood Drives tab.
2. In the Future Blood Drives module, click the Schedule link next to the blood drive you’d like to view.

Note: My Future Blood Drives is also available to view on your Home page dashboard.
How to use your Blood Drive Schedule

1. When viewing your Blood Drive Schedule, use the scroll bar on the right-hand side to review appointments on the schedule.
2. From the schedule, you can Cancel or Move appointments.

3. Click the Schedule Options and Filters drop-down menu to view additional options.

   a. Select the Donation Type drop-down menu to filter schedule by donation type.
   b. Click the Printer Friendly button to view your schedule as a PDF. You can easily print or save a copy of your current schedule.
   c. Click the Export to Excel button to create an Excel spreadsheet of your schedule. Click the link to download the file.
Social Networking

How to promote your drive on social media

Promote your blood drive on social media! Hero Hub makes it easy to share your blood drive information to encourage sign-ups using a variety of social networking sites.

1. When viewing your Blood Drive Schedule, sharing options are available in the Blood Drive Information module.
2. Click the Share button, located below the Web Link. The Share button will only be available on blood drives open to the public.
3. Select which social networking site you would like to use.
4. Login to the chosen site (e.g. Facebook, Twitter) to post to your profile.
5. Type your own message (optional) and then click the publishing button (e.g. Tweet).
6. The shared link will take users directly to your list of drives in the Donor Module drive search.
Manage Donors

How to search for a donor

To schedule an appointment for a donor, first search for the donor in Hero Hub. If the donor is not found, you will need to add the donor to Hero Hub.

Please note: Be sure to search for a donor by his/her legal name.

The Search For A Donor module is easy to find on the Home, Donors, or the Blood Drives dashboard.

1. Enter the donor criteria and click the search button.
2. If no donors are found that match your search criteria, you can Add a New Donor.
3. If more than one donor is found that matches your criteria, select the appropriate donor associated with your drive. You can choose to Edit their profile, Make Appointment on their behalf, or Remove the donor from being associated with your blood drives.
How to add a new donor

If you have thoroughly searched for a donor (e.g., last name and first initial) but the donor is not found, you will need to add the donor to Hero Hub.

Please note: Adding a new donor profile ONLY creates an appointment placeholder on the schedule.

1. Select Add A New Donor.
2. Enter the donor’s information.
   Fields with a red asterisk are required and fields with a lock icon cannot be edited.
3. Click Submit.

Please note: If you have more than one sponsored drive, you must select a Sponsor from the drop-down menu when creating a new donor.

4. The donor has been added to the system and you can now choose to make an appointment. Select Click here to make an appointment for [donor name].
How to edit a donor profile

To edit a donor profile, the first step is to search and find the correct donor.

1. Only designated fields (primarily those with donor contact information) may be edited. Fields with a lock icon cannot be edited.

2. Once all the changes are complete, scroll to the bottom of the profile form and click the Submit button to save your changes.
Manage Appointments

How to make an appointment

To schedule an appointment for a donor, the first step is to search and find the correct donor, or add a new donor.

1. Once you have added or found the donor, click the link to make an appointment. Select a Donation Type from the drop-down menu (if Double Red Cells donations are available at your blood drive) in Step 2. Then click the blue arrow button.

2. Next, select a time from the drop-down menu in Step 3. Then click the blue arrow button.
3. The screen will refresh and show a message that the appointment was created.

1. The appointment will appear in the *Scheduled Appointments* module on the right-hand side of the screen. You may need to scroll down the schedule to view the appointment, depending on the time of the appointment.

4. If the donor is ineligible, a message will appear on the screen.
How to cancel an appointment
To cancel a donor’s appointment from the blood drive schedule, follow these steps:

1. Select the Cancel link next to the donor’s name on the schedule.

2. A warning message will appear on the left side of the screen. Click Yes to confirm cancellation.

3. The schedule will refresh and remove the appointment.
How to move an appointment
To move a donor’s appointment in the blood drive schedule, follow these steps:

1. To move a donor’s appointment to a different date and/or time, select move.

2. The screen will advance to show Step 1 with a green check mark indicating the donor and current appointment you are moving. Select a new blood drive appointment type from the list in Step 2 and click the blue arrow button.

3. Choose a new appointment time from the Select a Time drop-down menu. Click the blue arrow button to submit.

4. The schedule will refresh and the appointment will appear at the new date and/or time.
My Reports

How to use your reports

Reports are used to review lists of donors to print, export, or email. The available reports will display on the Reports tab, in the Reports module on the left-hand side of the dashboard.

- If there were no previous drives, the Link to Previous Schedules will not display.
- Hot Prospects Report is a donor prospect list based on past appointments. After a blood drive and appointments have been scheduled through Hero Hub, then a Hot Prospects list will generate. New blood drives will show, “No records found.”
- If you do not have a future blood drive scheduled, the Link to Upcoming Schedules will not display.
### Available Reports

<table>
<thead>
<tr>
<th>Report Name</th>
<th>Description</th>
<th>Possible Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Currently Eligible Donors</td>
<td>Selects donors who are eligible to donate a specific blood product (default is whole blood) and do not have an appointment scheduled in the future (default is 30 days).</td>
<td>Use this report to email donors or print the list.</td>
</tr>
<tr>
<td>All Donors</td>
<td>Select a list of donors based upon group association.</td>
<td></td>
</tr>
<tr>
<td>Post-Drive Donor List</td>
<td>Provides the ability to view and communicate with the list of donors who presented at your past blood drives.</td>
<td>Select “List Donors” to email the donors, export data to Excel or print the list.</td>
</tr>
<tr>
<td>Previous Schedules</td>
<td>Work with donors scheduled on the most recent drive you coordinated.</td>
<td>Use this list to thank your active donors or let them know about your upcoming drive.</td>
</tr>
<tr>
<td>Past Donors/Hot Prospects</td>
<td>Find “Hot Prospects” - donors scheduled (e.g., had an appointment) on past drives that are not scheduled for the next 30 days.</td>
<td>Use this list to contact all of your past donors who may be eligible for your upcoming drive.</td>
</tr>
<tr>
<td>Upcoming Schedules</td>
<td>Work with donors scheduled for the next drive you are coordinating.</td>
<td>Use this list to let donors know of a change to your upcoming drive.</td>
</tr>
</tbody>
</table>
My Profile

How to update your profile

Update your contact information and password from the My Profile tab. Fields with a red asterisk 🌺 are required and fields with a lock icon 🗝 cannot be edited.

![My Profile form](image-url)