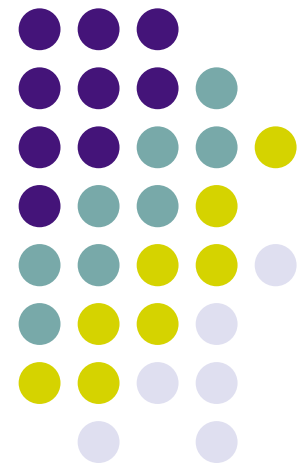


UI DeGowin Blood Center Donor Reward Program





The NEW 2009-2010
UI DeGowin Blood Center
Online
Reward Program



**With the NEW DEGOWIN
REWARDS PROGRAM you
can shop in our online store
and select prizes based on
the points you earn for
donating blood.**



- **You can begin accumulating points September 1, 2009.**
- **August 31, of 2010 is last day to accumulate points.**
- **You will have a one month grace period to redeem your points for a prize following the end of the promotional period, after that time your points will become null and void.**



- **Points will not be permitted to be shared, transferred, or traded among participants.**
- **As always the prizes are non-transferable and not redeemable for cash.**
- **If you do not desire to accumulate points- they may be turned back to the DeGowin Blood Center.**

How to Access the Program



- Your name will be entered after you donate for the first time during the promotion period. There will be 1 week lag time before all information will be entered-please be patient.

Username: Your last name and last 4 digits of your Donor ID Number (SS# or DL #)

Password: giveblood (you will then be prompted to set up your own unique password)



- **Catalogs of gift selections will also be available for donor viewing both at the DeGowin Blood Center and on DeGowin blood drives**

Point redemption begins at 5000 points



Points criteria will be displayed at the DeGowin Blood Center, at blood drives and on our webpage. They will also be available for viewing on the online store.

Point Levels



Reward Levels	Points
Level 1	5,000 pts
Level 2	7,000 pts
Level 3	10,000 pts
Level 4	15,000 pts
Level 5	20,000 pts



Points Criteria for Donors

Activity	Points
Whole blood donation	1,250 points
Automated donation *First Time Automated Donation	1,250 points Additional 1000 points
2 Unit Red Blood Cell donation	2,500 points
Granulocyte donation	3,500 points

Bonus Points



**You will also have the opportunity to earn
bonus points!**

**Here is how you can earn
1000 bonus points!**

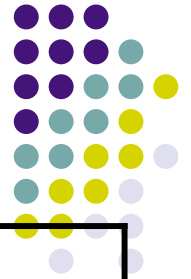
****1000 maximum bonus points per donation.***

1000 Bonus Points



Activity	Bonus Points
Whole blood or Automated donation within 7 days before or after a holiday (designated University of Iowa holidays)	1000 points
Donate during special needs posting: These will appear on the DeGowin Web page and the DeGowin Facebook page on an as needed basis	1000 points

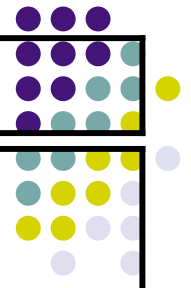
Points Criteria for Blood Drive Sponsors



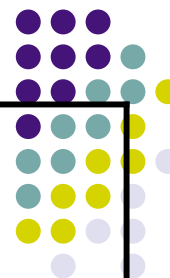
Activity	Points
Schedule a blood drive	1000 pts
Add an additional blood drive to number scheduled in the previous year	1000 pts/per additional drive
Use creative or motivational tools or face to face recruitment for your blood drive * (approved by and documented with the Blood Drive Coordinator)	1000 pts
Join the DeGowin Facebook page and use it as a recruitment tool for your blood drive	1000 pts
Have your blood drive sign up sheet 80% filled 2 days prior to the blood drive-turn in to Blood Drive Coordinator	1000 pts
Have your blood drive sign up sheet 100% filled 2 days prior to the drive –turn in to Blood Drive Coordinator	Additional 500 bonus points



Examples: Achievement Levels



Activity	Points Earned	Level Achieved
<p>Donate whole blood 4 times during the promotion period</p>	<p>5,000 WB (4)</p>	<p>Level 1</p>
<p>Donate whole blood 4 times during the promotion period. Two donations made within the 7 days before or after a holiday.</p>	<p>5,000 WB(4) <u>2,000 Bonus Pts(2)</u> 7,000 Total points</p>	<p>Level 2</p>
<p>Schedule 4 blood drives in the promotional period Become a DeGowin Facebook fan For each drive have the sign up 80% filled 2 days prior Each of the 4 drive have a themed drive 2 of those drive have schedule 100 % filled Add one more drive</p>	<p>4000 1000 4000 4000 1000 Bonus points (100%) 1000 _____ 15,000 Total Points</p>	<p>Level 4</p>



Activity	Points Earned	Level Achieved
<p>First time automated donor and donate 3 more times in the promotional period. Give all donations between 9 am and 1:30 pm. Two of those donations within 7 days of a holiday</p>	<p>2250 First time automated 500 Bonus points (time) 3750 3 more automated 1500 Bonus points (time) 2000 Bonus pts (holiday). 10,000 Total Points</p>	<p>Level 3</p>
<p>Give by Automated donation every 4 weeks within the promotion period</p>	<p>15,000 Automated (12)</p>	<p>Level 4</p>
<p>Give by Automated donation 8 times. Donate Granulocytes 3 times. <i>(Note: Granulocytes are only collected when requested for a specific patient.)</i></p>	<p>10,000 Automated (8) 10,500 Granulocytes (3) 20,000 Total Points</p>	<p>Level 5</p>



- **Redeem points when your reach 5000 points or let them accumulate until your desired Point Level is reached**
- **Donors will not be able to redeem for points they have not earned**
- **Select-a-Gift will mail the gift selected directly to the donor**
- **Reports will be generated for tracking purposes**



**We aren't forgetting that
sometime it is nice to get a
gift in hand-so there are still
a few times when we will be
giving away some fun stuff.**



- **“I Bleed Black & Gold” t-shirts show up for “Beat Iowa State” week and at the “Back to School Drives”**
- **And some surprises may be scattered along the way.**



**Enjoy the NEW DeGowin
Reward Program! Set you
sites high and reach your
goals for a great prize.**

CATALOG GUIDE



- **LEVEL 1** **PAGES 1-1 TO 1-8**
- **LEVEL 2** **PAGES 2-1 TO 2-8**
- **LEVEL 3** **PAGES 3-1 TO 3-8**
- **LEVEL 4** **PAGES 4-1 TO 4-8**
- **LEVEL 5** **PAGES 5-1 TO 5-8**

What happens if I don't have a computer?



- **Your Points are still accumulating and if you are interested in redeeming points for a prize, let me know and I can make arrangements for you.**