

RED ALERTS!

Keeping our Red Cross volunteer workforce engaged and informed



ON THE HORIZON

- **January** — National Blood Donor Month. Make an appointment to donate blood at [Red-CrossBlood.org](https://www.redcrossblood.org)
- **Jan. 16** — Martin Luther King Day of Service
- **Jan. 21** — National Hug Day
- **February**, [Black History Month](#)
- **February**, [Cancer Prevention Month](#)



39

Disaster responses in December. Clients helped: 119



MILESTONES

- JENNIFER SONNICHSEN, 15 years
- DON NESBITT, 15 years
- JOHN PEREGOY, 10 years
- LOREN GRAHAM, 10 years
- GEETAM BHARDWAJ, 5 years
- JANAE SUXO-SANCHEZ, 5 years
- DONNA EUBANK, 5 years
- LAURA TAYLOR, 5 years
- KRISTEN INBODY, 5 years



Volunteer Carole Munn, 89, has helped organize blood drives in Caldwell, Idaho, for more than 50 years. She organized her final Red Cross blood drive on Dec. 23.

300 DRIVES, 30,000 UNITS

After five decades, legendary volunteer organizes her final Red Cross blood drive

The year was 1967, and Carole Munn, who had spent her whole life in big cities, had found herself in Caldwell, Idaho, after her husband was transferred there for work. A stay-at-home mom, Carole was looking for a way to get involved in the community.

“Just on a whim someone said, ‘Why don’t you look into Red Cross?’,” Carole remembers. “So I did.”

And she never looked back.

For the last 55 years, Carole became synonymous with Red Cross blood drives in Caldwell. Starting out as a front desk helper at local blood drives, Carole eventually took the reins as Caldwell’s blood drive organizer, recruiting other volunteers and donors, finding locations for drives and partnering with

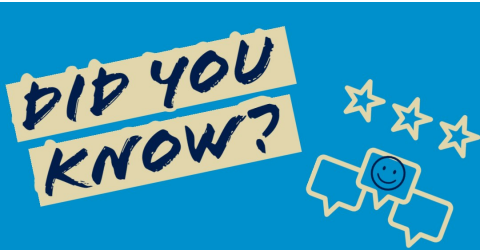
civic organizations, among her many, many other duties.

Now age 89, Carole has some 300 Red Cross blood drives under her belt – drives that have collected a jaw-dropping 30,000 units of lifesaving blood. All of this work was done as a volunteer.

“I’ve enjoyed every bit of it,” she said. “I met such wonderful people and made close friends through the Red Cross. It was just part of my life.”

Much has changed since Carole first came onboard in the ’60s. She remembers the days before donation appointments – and websites and apps – when busloads of Simplot Company employees would come through the door.

SEE VOLUNTEER, PAGE 2



The Red Cross uses the Net Promoter Score as an indicator of volunteer satisfaction. This score comes from the following question on the Annual Volunteer Survey: “How likely are you to recommend the Red Cross to a friend or colleague as an organization to volunteer?” Please consider giving us a 10 rating or provide us with feedback so we can improve and earn a 10 in the future.

Please share your feedback with us

Happy New Year! The start of a new quarter brings the opportunity for many of you to provide feedback on your experience through the annual Volunteer Satisfaction Survey. Those with Red Cross anniversaries in this new quarter will receive an invitation via email to complete the survey, which is sent on or around the second Thursday of the first month of each quarter and remains available until you complete it or until the end of the fiscal year (June 30), whichever comes first. Look for the subject line “We need your feedback!” If it’s your anniversary

SEE FEEDBACK, PAGE 3

# Help welcome new volunteers

In The Know keeps volunteers in the loop about opportunities and updates. Explore the position of the month and learn how to stay safe despite what winter throws our way.

**POSITION OF THE MONTH:** Are you looking for a leadership role? Are you organized and computer savvy? Are you able to provide clear directions? If so, you may be interested in joining the Service to the Armed Forces department as an onboarding lead, a newly created volunteer position.

The lead welcomes new volunteers, conducts department interviews and connects volunteers to training. They monitor the volunteers’ progress toward onboard/training completion and provides support.

**LOCATION:** Virtual from anywhere in the region! Must have reliable phone and internet service.

**TIME COMMITMENT:** After completing online EDGE training volunteer approximately five hours a week to manage the case load. Hours are flexible with a committed schedule.

Interested? Please email [IDMT.Recruiting@redcross.org](mailto:IDMT.Recruiting@redcross.org) or call 425-238-3349.

**WINTER DRIVING SAFETY:** Ice, blowing snow, subzero temperatures ... it can be pretty treacherous out there this time of year. Please follow the winter



weather driving safety tips below to keep you and your loved ones safe.

### WATCH THE WEATHER

- During inclement weather, monitor road and weather conditions by checking local news stations, internet traffic and weather sites.
- Sign up for weather alerts for your local area.

### PRE-TRIP INSPECTION

- Inspect rear defrosters/windshield wipers
- Ensure windshield washer reservoir and your gas tank are full
- Make sure tires have enough tread

### ADJUST FOR CONDITIONS

- Before leaving, clear snow and ice off your entire car.
- Drive with your headlights on. Keep them clean to improve visibility.
- Use caution when snow banks limit your view of oncoming traffic.

- Remember speed limits are meant for dry roads, not roads that are covered in snow and ice and increase your following distance.
- Be cautious on bridges and overpasses, as they are commonly the first areas to become icy.
- Avoid passing snow plows and sand trucks.

### IN CASE OF PROBLEMS

- If you encounter problems, and your car is safely out of harm’s way, stay in your car and wait for help.
- You can run the car heater to stay warm for 10 minutes every hour but ensure the exhaust pipe is clear of snow.
- If your travel route takes you into remote areas with limited cell coverage, tell a third party of your travel plans that include your route and when you plan to arrive.

Remember, driving in winter weather can be challenging, even for experienced drivers.

Slowing down, allowing increased time to come to a stop, wearing your seatbelt, devoting your full attention to the road and being aware of changing conditions can help you drive more safely.

# Volunteer: Christmas Eve blood drives

### CONTINUED FROM PAGE 1

They would collect 200 units of blood, stored in glass bottles at the time, during a single drive, and volunteers would use typewriters to fill out donor cards.

Looking to streamline the process, Carole worked with Red Cross to set up a scheduling system and rallied a team of volunteers to make reminder calls ahead of the drives. She also appealed to donors’ bellies by reaching out to civic groups like Kiwanis, the Lions and the Rotarians who provided lunch. She said the only time they didn’t serve lunch at one of her drives was during the heart of COVID when it wasn’t possible.

Four decades ago, when Red Cross was struggling to find a location for a Christmas Eve drive in Caldwell, Carole took charge. A local Rotarian had died during an accident while shoveling snow, and Carole suggested that Rotary do an annual blood drive in his memory.

“And oh, did they pick up on that,” she said.

Kiwanis jumped in too, and Caldwell has had a Christmas Eve drive ever since. Carole said it’s not uncommon to see families with three generations of donors come out to this drive each year.

“And that just warms my heart,” she said. “I love seeing that.”

The last few years, Carole has organized about five drives a year in Caldwell, all at the Church of Christ. And she’s got a dedicated team of volunteers there to back her up.

“Some of my workers have been with me almost as long as I’ve been doing it,” she said.

Carole’s tireless efforts have earned her countless awards through the years, including the Statesman Distinguished Citizen Award in 1990; the governor’s Brightest Star award in 2008; the American Red Cross Hometown Hero Award



Carole Munn, left, at her final Red Cross blood drive on Dec. 23 in Caldwell. “It’s going to be very hard to stay away,” she said. “I feel like I’ve done a good service.”

in 2014; and the College of Idaho Hometown Hero award in 2016.

“I have had the honor and privilege to work with Carole for the last couple of years,” said Jake Reines, a Red Cross account manager who helps coordinate blood drives in the Caldwell area. “Her passion and dedication to help save lives is astounding, and she is truly one of a kind. I value Carole’s commitment to a lifelong service for the American Red Cross and the tens of thousands of individuals she has helped.”

Besides five decades with Red Cross, Carole served as an election judge for 40 years, has sung in her church choir for 50 years and ran a bridge club for 50 years before it was sidelined by COVID. And she was married to her husband for 58 years before he lost his battle with cancer.

“I’ve always believed in long-term

commitments,” she said.

This year’s Christmas Eve drive — which actually fell on Dec. 23 this year — was officially Carole’s last as a Red Cross volunteer. But that doesn’t mean she won’t be making a guest appearance at a Caldwell drive from time to time.

“It’s going to be very hard to stay away,” she said. “At some point I’m going to be hopping in at the drawings to see how things are going.”

Looking back at 55 years of Red Cross blood drives and the 30,000 units of lifesaving blood that came in along the way, Carole said she can’t help but smile.

“It’s a blessing for me to know so many lives have been saved,” she said. “I feel like I’ve done a good service, and I’m very proud of it.”

— Matt Ochsner



# Mission card inventory under way

The quarterly inventory of client assistance and mission cards is under way. The reporting window runs through Jan. 16.

Reporting cards in hand as early as possible in that timeframe is the best practice. By now you should have

received an email with the link to the easy online form (<https://forms.office.com/r/PKRwzfqdbv>) and helpful FAQs.

If you have problems reporting, contact Angela James at [angela.james2@redcross.org](mailto:angela.james2@redcross.org).

To successfully report, you will need the following information on the envelopes containing the cards: batch number, envelope number and the last four digits of the proxy number.

Thank you for making this process smooth and successful for our region.



## After-action review

Staff and volunteers from across the region and the Pacific Division gathered in Boise in December to review our response to the historic flooding that hit several Montana communities in June. Heavy rains combined with quickly melting mountain snow pushed the Yellowstone, Stillwater and Clarks Fork rivers to record levels, triggering devastating flooding in communities in Carbon, Stillwater and Park counties. Close to 150 homes were destroyed or severely damaged

Those deployed to the operation met with senior leadership to discuss what went well and opportunities for improvement. The response lasted four months and was a Level 4 operation, the largest our region has seen in the past decade.

Thanks again to everyone who raised their hands to help out during this wide-scale response.



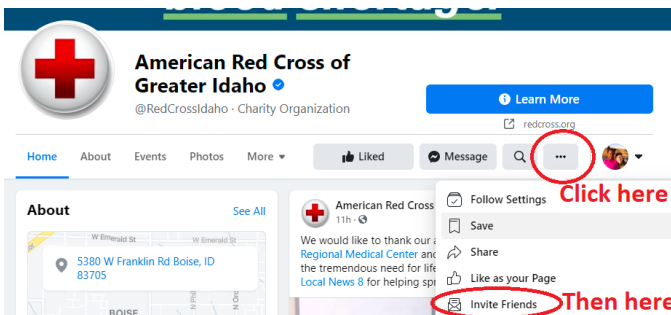
# Help share our story on social media

Hooray! We have more than 6,900 followers on Facebook, which is fabulous. Now we would like to turn 6,900 followers into 7,000, and we need your help.

If you haven't already, please hit the **Like button** at the top of our Idaho and Montana Facebook pages. Find the Montana page at [facebook.com/MontanaRedCross](https://facebook.com/MontanaRedCross) and the Idaho page at [facebook.com/RedCrossIdaho](https://facebook.com/RedCrossIdaho).

And even better, **invite your friends and family** to follow our pages as well. It's pretty simple.

- Step 1)** Click the **three dots** at the top of our Montana or Idaho Red Cross Facebook page.
- Step 2)** Click the **Invite Friends** link.



- Step 3)** Check the boxes next to the names of the friends you would like to invite.
  - Step 4)** And finally, click the blue **Send Invites** button.
- It's that easy and will help us spread the word about the amazing work we're

doing with more people.

If you have questions or need help, please send an email to [matthew.ochsner@redcross.org](mailto:matthew.ochsner@redcross.org) and we'll be happy to walk you through it.

Thank you for helping us tell the Red Cross story.

## Feedback: Survey takes about 10 minutes

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quarter and you're having trouble finding the survey, please check your junk folder or reach out to us.

The 10-question survey takes about 15 minutes to complete. It's important that all volunteers participate because it

helps us to better understand what we are doing well, and to identify where we need to invest more time and energy to improve the volunteer experience.

Volunteers can also access the survey via a pop-up notification they receive upon logging into their Volunteer Connection accounts.

Volunteers like you make up more than 90 percent of the Red Cross workforce, and we are committed to ensuring that you have a positive experience and feel supported. If you have questions or are having trouble locating the survey, please reach out to Valerie at [valerie.goodwin@redcross.org](mailto:valerie.goodwin@redcross.org).