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Welcome!

Saving lives is easier with Hero Hub
As a Blood Drive Chairperson with Nebraska Community Blood Bank (NCBB), 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 manage your donor pool
• Send emails to recruit donors, on NCBB templates
• Run drive reports

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

If you have questions about Hero Hub, your NCBB Account Manager can assist you. Please do not hesitate to ask for help.

Your Username:

Your Password:

Your NCBB Account Manager:
Login

How to Log In

If you are a new chairperson, enter the username and password provided by your NCBB Account Manager. If you haven’t received your credentials please contact your Account Manager.

If you are an existing chairperson returning to log in for the first time since May 21, 2020, please create a new account by following the hyperlinks to reset your username and password. There are three easy ways to log into Hero Hub. Select the option that is easiest for you and remember to bookmark it as your favorite!

Option 1: http://www.NCBB.org (on a desktop computer)

Logging in from the NCBB homepage provides a lot of general information at your fingertips. If viewing from a desktop, click on the Login button in the top right-hand corner. A dropdown menu will appear, click on the Chairperson Login underneath DONORS.
Option 2: [http://www.NCBB.org](http://www.NCBB.org) *(on a mobile device)*

If you are accessing from a mobile device, click on the dropdown arrow underneath the red donate button, and select Support Us. Scroll down to the Support Us header, and use the red, circle buttons to toggle to the blue Chairperson Login tile. Click on the red LOGIN button.

Option 3: [https://www.ncbbherohub.club/coordinator](https://www.ncbbherohub.club/coordinator)

This option is the most direct way to log into the Hero Hub Blood Drive Chairperson portal.
Chairperson Dashboard

Saving lives made easy

Your chairperson dashboard gives you quick access to information and tools for hosting blood drives. Your Chairperson Snapshot provides you with readily available information, such as available donor counts and scheduled and past drive dates.

Use either the navigation menu or the tool icons to find what you need:

- **My Drives**: View all of your drives – scheduled and past, and access results and schedules
- **My Marketing**: Schedule donor marketing emails and manage your donor target pools
- **My Resources**: Read and download education materials for coordinating a successful drive
- **My Results**: Look at blood drive results and access other donor reports
- **My Account**: Manage your account info—personalize your profile with a photo!
My Drives

How to view your scheduled and past blood drives

1. View a list of your future and recent blood drives by selecting either the My Drives in the top menu, or the My Drives tile on your dashboard.

2. A list of all your active—both past and present—blood drives will display.
   a. Click on the Schedule link next to any active drive to view the blood drive schedule for that drive.
   b. Click on the Results link next to any past drive to view the results for that drive.

3. Note: You may also click on any date in the Drive Snapshot in your side view.
How to use your Drive Schedule

1. When viewing your Drive Schedule, you can:
   a. View drive details
   b. Grab a donor link to share your drive schedule with donors to sign up
   c. Print your drive schedule
   d. View appointment slot status
   e. Schedule appointments

2. To schedule a donor, simply click on the preferred, available time slot.
   a. To schedule for an existing donor or prospect:
      i. Type either their full or partial name to search for their account. Select their name from the drop down if more than one populates.
      ii. Review to ensure appointment details are correct.
      iii. If needed, add any notes for the staff about the donor’s appointment. Note: These comments will only be associated with this single appointment, and may be visible to the donor.
      iv. Click the red Confirm button to finish scheduling.
b. To schedule a new prospect:
   i. Add their First and Last Name, Contact Phone, and Email.
   ii. If needed, add any notes for the staff about the donor’s appointment.
      Note: These comments will only be associated with this single appointment, and may be visible to the donor.
   iii. Click the red Confirm button to finish scheduling.
Drive Marketing

Marketing tools to help promote a successful drive

Hero Hub offers a variety of marketing tools to help you reach your drive goals! Get started with Email Campaigns, Track Email Results, Create Target Groups, and manage your Donor Pools.
To create a new email campaign, click on the New Email tile on the Drive Marketing page.

1. First select the blood drive sponsor from the drop down menu
2. A list of active drives will appear for that sponsor. Check the box for all blood drives you would like to include in your campaign.
3. Click Next Step to continue.

4. Select a Design Template you would like to use by clicking the Select link next to your chosen template. You may preview each template by clicking the magnifying glass in the Preview column.
5. Once you’ve selected a template, you will be prompted to select a Target audience. Please select one from one of the three options. You may also check to use Extra Filters so that your email will exclude any prospect donors from your email list.

6. Click Next Step to continue.

7. You will then be prompted to select an email message. Please note that any data tag fields (e.g. [Sponsor Name]) will automatically populate when you send your email.
8. When selected, you will be given an option to add any specific details about your drive – like added incentives or location notes.

9. If you would like to reload the original message, click on the Load Message button.

10. Click on the Preview button to view your drafted email.

11. Note: Do not adjust any data tags (e.g. [Sponsor Name]) or they will not load properly.
   The system will only populate these fields if they are listed exactly as written.

12. Preview your email one last time and choose a Schedule Send Date
   a. We highly recommend selecting Specify a time/date, so that you have the option to come back to the email for any last-minute adjustments.

13. Click the Submit Email button to send. Hurray!
To view Email Results, click on the Email Results tile on the Drive Marketing page.

1. A list of your emails will display. Click on the Details link to view an email report.
   a. You will be able to review:
      i. Your email details and sent message
      ii. Email addresses with successful sends
      iii. Number of views and by which email(s)
      iv. Pending outcomes by email addresses
      v. Email addresses who either bounced or unsubscribed
To manage Target Groups, click on the Target Groups tile on the Drive Marketing page.

A Target Group is a combined email target list of donor emails from two or more sponsors. This is especially helpful for Chairpersons who manage large groups, such as community-wide events, campus drives, school district drives, or other large-scale marketing drives. 

*Please note that Target Groups are static. Once they are created, they will not automatically update with any new or past donors. Target Groups will need to be managed to stay current.*

1. If you have already created target groups, a list of your targets will display. To edit a group, click the small notebook icon to the right of your target group.
2. To set up a new target group, click on the + New Target Group link.
   - Create a name and description for your target group.
   - Add donors to this group by either adding a new prospect or browsing the donor pool by searching past drives. You may also filter your donor search by selecting donation start or end dates.
   - Simply click the teal + button to add the donor to your group.
   - OR, Select the Transfer All to Target List to include every donor who generated in your search.
To view My Donor Pool, click on the *My Donor Pool* tile on the Drive Marketing page.

Your Donor Pool allows you to view any donors who have had an appointment at your drive in the last 30 months. This list will include also include any prospect donors.

1. If you would like to add donors to your donor pool, you may upload a CSV file to import new donors.
2. You can search your donor pool using filters for Sponsor, Drive Date, Donor First or Last Name, Donation Start or End Dates, or Donor Status Type.
3. You may choose to delete a donor from your donor pool by clicking on the teal icon in the last column.
My Resources

Tips to run a successful drive

Our Chairperson Toolkit is available for download, which includes a variety of education materials to help equip you for running a successful drive. Our Account Managers are always available to answer any questions or help whenever or wherever needed.

Steps for Success

The #1 reason blood donors say they give is “to help others.” The main reason others offer for not donating is because they have never been asked. As your organization’s Blood Drive Chairperson, you play a critical role in ‘asking’ and engaging others in this life-saving cause.

Chairperson Toolkit

As a volunteer blood drive chairperson, you play an important role in maintaining the community’s blood supply. Regardless if you’re experienced or new to coordinating blood drives, the Chairperson Toolkit includes essential marketing materials and tools you need to help ensure the success of your blood drive. The materials listed below are available for your download.

- Athletes and Blood Donation - Download
- Blood 101: The Basics - Download
- What happens to my blood? - Download
- Blood Drive Committee - Download
- Blood Drive Coordinator - Download
- Blood Drive Planning Guide - Download
- Café Host - Download
- Double Red Cell Donations - Download
- Eligibility Guidelines - Download
- Faculty Advisor - Download
- 16-Year-Old Parental Consent Form - Download
- Release of Likeness - Download
- Height and Weight Requirements - Download
- High School Reminder Handouts - Download
- High School Locker Barges - Download
- High School Program Brochure - Download
- High School Snapchat Flyer - Download
- Water Bottle Reminders - Download
- Mascot Guidelines - Download
- Why Should I Donate? - Download
- Registration Host - Download
- Tips for Successful Blood Drive - Download
- Survey of Interest Form - Download
My Results

How to view your blood drive results

Blood drive results are available for any past blood drive.

1. To view a report, click on the My Results tile on your chairperson dashboard.
2. Simply click on the Results link next to the blood drive you would like to view.
3. You may also click the date of any recent drive in your Drive Snapshot along the left-hand side to view your drive results.
My Account

How to update your profile

You may update your account details at any time. Click on the My Account tile in your Chairperson Dashboard or select the Settings tab in the top menu.

1. Here you can view your current account information.
2. Click the red Edit button to make any adjustments.
3. When editing your account, you may also be able to:
   a. Personalize your account by activating your avatar. When activated, select an image from your computer to use as your profile image.
   b. Change your password. We encourage you to do this if you are a first-time user and received a generic password.
   c. Change your communication preferences by opting in or out of email communications.