

Northwest Mothers Milk Bank

Portland, Oregon



Sonia Brown, RDN, IBCLC
Donor Screening Coordinator

Communication



Donor Communication is an Ongoing Process

- Initial contact
- Screening Call
- Application
- Approval
- Donation Receipts
- Thank You Gift/Letters
- Checking in Calls
- Donor Appreciation Events
- Newsletters
- Surveys

Donor
Feedback
Survey



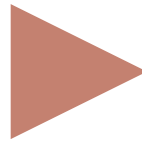
Monthly
Newsletter

Surveys

Donor
Benefits



She can solicit
suggestions--
her voice is
heard



She feels like
part of the
organization—
part of the
vision



It shows
that we
care

Surveys

Milk Bank Benefits

- Identification of trends
- Improved priorities in customer care
- Richer customer satisfaction
- Greater donor retention
- Word-of-mouth advertising

What we wanted to know...



How easy was the process?



Were they adequately informed?



Were we helpful with questions?



Was it convenient to ship/drop off their donation?



Overall satisfaction



Feedback—How could we make it better? What was great about it?



<https://www.surveygizmo.com/>

Donor Feedback Survey

We are so grateful for your generous donation of milk. We value the time and energy you have contributed to completing the process of becoming a donor and getting your milk to the Northwest Mothers Milk Bank. It is a priority for us to ensure this process has been smooth for you. To assure the donation process is as efficient and convenient as possible for busy moms, we kindly ask for you to take a few moments to complete this survey. Your feedback is greatly appreciated!

1. Did you feel the time it took to complete the donation process was reasonable?

Strongly disagree

☐

Disagree

☐

Neutral

☐

Agree

☐

Strongly agree

☐

2. Was our staff helpful in guiding you through the process?

Strongly disagree

☐

Disagree

☐

Neutral

☐

Agree

☐

Strongly agree

☐

3. Please share the way you delivered your milk to us: milk drop location (please specify the location), shipped directly from you, direct drop off at Northwest Mothers Milk Bank.

-- Please Select --



4. Did you feel this was a convenient way to deliver your milk donation?

Strongly disagree

☐

Disagree

☐

Neutral

☐

Agree

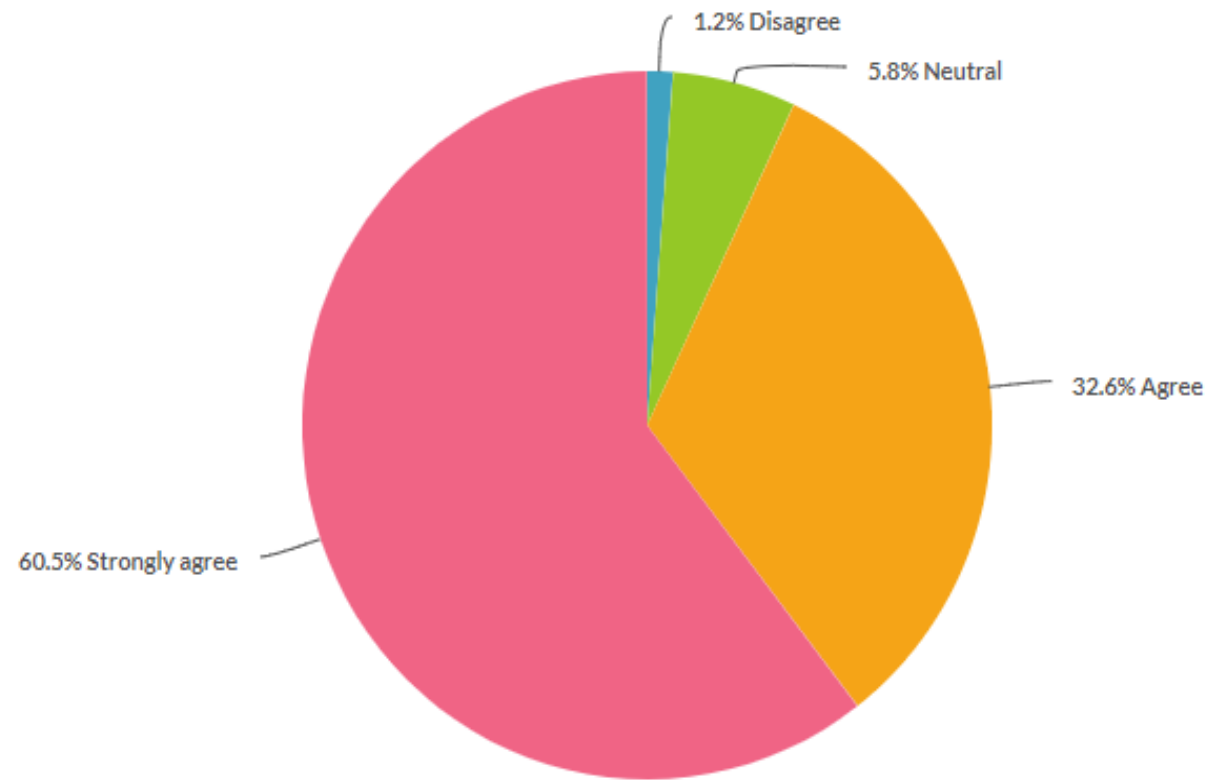
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Strongly agree

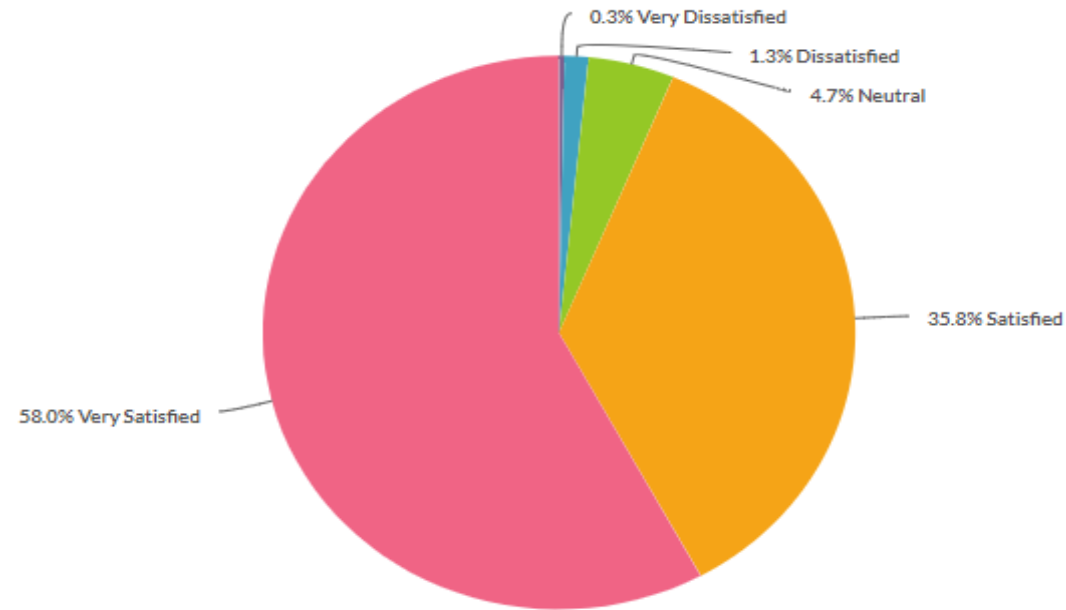
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Reports-graphs, comments

5. Did you feel you were adequately informed about the process of donating your milk?



6. Overall, how satisfied were you with the milk donation process?



Value		Percent	Responses
Very Dissatisfied	<div><div></div></div>	0.3%	1
Dissatisfied	<div><div></div></div>	1.3%	5
Neutral	<div><div></div></div>	4.7%	18
Satisfied	<div><div></div></div>	35.8%	137
Very Satisfied	<div><div></div></div>	58.0%	222
Totals: 383			

Comments

Responses: 384							Show: All Filtered Deleted		Search	
Completes - 384 / Partial - 0 / Disqualified - 0 / Quarantined - 0										
<input type="checkbox"/>	ID	Did you feel the...	Was our staff hel...	Please share the...	Please add any ad...	If you would like...	Customize			
<input type="checkbox"/>	28 1	Agree	Agree	Providence Willamette Falls Medical Center - Oregon City	It was relatively easy!					
<input type="checkbox"/>	17 7	Strongly agree	Strongly agree	Shipped directly to NWMMB	Loved the open communication emailing back and forth. Great organization!!					
<input type="checkbox"/>	26 1	Strongly agree	Agree	Dropped off directly to NWMMB	Loved the tour of the facility!					
<input type="checkbox"/>	28 7	Strongly agree	Strongly agree	Hillsboro Pediatric Clinic	Maybe a pick up service but I understand that you have a budget, of course.	N/a				
<input type="checkbox"/>	16 8	Strongly agree	Agree		Milk dropped off at Confluence health CWH Wenatchee.					
<input type="checkbox"/>	19 8	Agree	Agree		My location wasn't listed: Providence Alaska					
<input type="checkbox"/>	32 7	Strongly agree	Strongly agree	Shipped directly to NWMMB	N/a					

Take Aways From the Survey

Lots of
compliments and
feelings of
gratitude for
being able to
help other babies

Some
disappointing
experiences

Many very
helpful
suggestions

That we need to
improve our
communication

Monthly Newsletter
(sent to approved donors only)

- Writing style doesn't have to be perfect
- Use a tone that is understood by the vast majority.
- Make it sound conversational—use “We and You”
- Easy on the eyes
- Short and sweet
- Use stories, pictures
- Available on desktop and mobile app



<https://mailchimp.com>

Sample Newsletter

Here in the Pacific Northwest, daffodils are in bloom! And our juniper and alder trees are already releasing their pollen into the air. So, if you are experiencing itchy eyes, runny nose and/or sneezing, here are examples of the acceptable medications for our milk donors:

- **Non-Sedating Antihistamines:** Allegra (fexofenadine), Claritin (loratadine), and Zyrtec (cetirizine)
- **Nasal Sprays:** Flonase, Nasacort, Nasonex, Rhinocort
- **Inhalers:** Albuterol, Advair
- **Allergy Shots**

Should you need to take another medication not listed above, please let us know.



The content in our monthly newsletters pertains to women who are donating milk to Northwest Mothers Milk Bank. We appreciate your kind heart and generous spirit in helping to provide milk for fragile infants.



We are a proud member of HMBANA



Let us know
if you have...

Made your last donation,
have a new address, or
just have a question for
us.

Contact Us
1-800-204-4444
503-469-0955
milkdonor@nwmmb.org



Milk waiting to be picked up by outpatient families.

FAQ's

Q: Do you charge hospitals and outpatients for the milk?

A: We do not charge for the milk itself. We charge a processing fee which helps to cover some of the expenses of screening our donors and processing the milk to ensure its safety.

Q: What if a family can't afford to pay for the milk?

A: When a medical need exists, special financial arrangements can be made. We would never turn a family away that has a baby with a medical need.

Q: Is a prescription required?

A: Yes. A prescription from the baby's doctor is required.



Department Spotlight!

Lesley and Joanne were on the Founding Board of Directors. When it was time to open our doors, they both stepped into the role of co-directors. They have worked tirelessly since the very beginning to make our Milk Bank the incredible organization it is today.



If you have ever contacted the Milk Bank, chances are you heard the lovely voices of either Jean or Brynn. They can answer most questions from our donors and are a critical part of ensuring your application is processed as efficiently as possible. They also help assist families in need of donor milk.



The friendly staff at
CHI Franciscan St.
Joseph Medical
Center in Tacoma, WA.



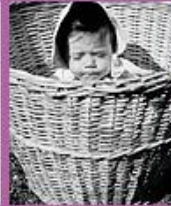
Meet our hard working Milk Processing Team! They work diligently to ensure that your milk is safely processed. They uphold the highest safety standards throughout the pasteurization process. Last year, they processed and bottled 315,578 ounces of milk!

Northwest Mothers Milk Bank Team

OUR TEAM



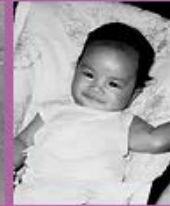
Lesley Mondesaux
RNC, IBCLC
Executive Director



Joanne Ransom
RN, IBCLC
Clinical Outreach Director



Sonia
RDN, LD, IBCLC
Donor Engagement
Coordinator



Jean
Client Services Assistant



Chelsea
IBCLC
Donor Screener



Nicole
IBCLC
Donor Screener



Brynn
Donor Screener Assistant



Emily
Community Engagement
Coordinator



Geoff
Accounts Receivable &
Shipping Coordinator



Kira
Accounts Manager



Jess
Milk Processing Coordinator



Carly
Processing Technician



Donna
Processing Technician



Christelle
Processing Technician



Rachel
Processing Technician



Teena
Processing Technician



Madeline
Milk Shipping Assistant



Kendra
Milk Shipping Assistant



Danica
Milk Intake Assistant



Maddie
Milk Delivery Assistant

