

September 2022

Blood Drive Sponsor Bulletin



American Red Cross

The American Red Cross is asking eligible individuals to ensure blood is on the shelves this fall by donating in September. The messages below can be relayed to donors while scheduling appointments.

KEY MESSAGES

- As summer wraps up and kids head back to school, we know schedules shift and blood donors are busy. The Red Cross is reminding donors that blood for patients can only come from volunteer donors. Please make time to give blood to ensure it's available for patients this fall.
- Those who come to give Sept. 1-30 will receive a free haircut coupon by email from Sport Clips Haircuts.
- All who come to give Sept. 1-18 will also get a limited-edition Red Cross T-shirt, while supplies last.
- **[FOR DRIVES WHERE POWER REDS WILL BE COLLECTED]** Eligible donors with types O, B negative or A negative blood are encouraged to make a Power Red donation at this blood drive.
 - Power Red donors give a concentrated dose of red blood cells during a single donation, allowing them to maximize their impact.
 - During this type of donation, red blood cells are separated from other blood components, and the plasma and platelets are safely and comfortably returned to the donor.
- Save time with RapidPass[®]. Complete your pre-donation reading and health history at RedCrossBlood.org/RapidPass or with the Blood Donor App before your appointment.
- Eligibility questions? Call 1-800-RED CROSS (1-800-733-2767) or visit RedCrossBlood.org.

YOU CAN HELP!

- Encourage friends and family to give at your drive.
- Post the message below to social media and ask your committee members and donors to share:
 - **FOR DRIVES SEPT 1-18:** *Help make sure blood is on hospital shelves this fall! Donate at our Red Cross blood drive <date> from <time> to <time> at <location>. All who come to give will receive a T-shirt, ltd qty, plus a coupon by email for a free haircut from Sport Clips. Appt: rcblood.org/donate*
 - **FOR DRIVES SEPT 1-30:** *Patients who need blood transfusions are counting on us! Schedule your appt at our Red Cross blood drive <date> from <time> to <time> at <location>. All who come to give will receive a free haircut coupon from Sport Clips via email!*
- A diverse blood supply is important! Actively recruit donors of all ethnicities to give at your drive. A patient is more likely to find a compatible blood match from a donor of the same race or a similar ethnic group.
- Help ensure blood is available to those with sickle cell disease when they need it. Blood donations from individuals who are Black are urgently needed to help meet the needs of patients with sickle cell disease. Find more information at RedCrossBlood.org/OurBlood.
- Send appointment reminders to scheduled donors. If donors cannot keep their appointments, encourage them to download the Red Cross Blood Donor App, visit RedCrossBlood.org or call 1-800-RED CROSS to find another donation opportunity.

October 2022

Blood Drive Sponsor Bulletin



American Red Cross

The American Red Cross is asking eligible individuals to ensure blood is on the shelves this fall by donating in October. The messages below can be relayed to donors while scheduling appointments.

KEY MESSAGES

- While we settle back into fall routines, donors are asked to book a time to give blood or platelets before busy fall schedules and holiday celebrations ramp up.
- October is Breast Cancer Awareness Month. Donors are needed to help ensure blood and platelets are on the shelves for cancer patients and others who rely on transfusions for care.
- Those who come to give Oct. 1-31 will receive a \$5 e-gift card to a merchant of their choice.
- **[FOR DRIVES WHERE POWER REDS WILL BE COLLECTED]** Eligible donors with types O, B negative or A negative blood are encouraged to make a Power Red donation at this blood drive.
 - Power Red donors give a concentrated dose of red blood cells during a single donation, allowing them to maximize their impact.
 - During this type of donation, red blood cells are separated from other blood components, and the plasma and platelets are safely and comfortably returned to the donor.
- Save time with RapidPass[®]. Complete your pre-donation reading and health history at RedCrossBlood.org/RapidPass or with the Blood Donor App before your appointment.
- Eligibility questions? Call 1-800-RED CROSS (1-800-733-2767)
- **YOU CAN HELP!**
 - Encourage friends and family to give at your drive. Visit our Blood Drive Management Portal at rcblood.org/portal to find tools for a successful blood drive as well as additional social content.
 - Post the message below to social media and ask your committee members and donors to share:
 - *Oct is #BreastCancerAwareness Month. Blood products are often used in treatment. Donate at our Red Cross blood drive <date> from <time> to <time> at <location>. All who come to give will receive a \$5 e-gift card to a merchant of choice.*
 - *There are few things spookier than a blood shortage so we're scaring up donations! Schedule your appt at our Red Cross blood drive <date> from <time> to <time> at <location>. All who come to give will get a treat - a \$5 e-gift card to a merchant of choice.*
 - A diverse blood supply is important! Actively recruit donors of all ethnicities to give at your drive. A patient is more likely to find a compatible blood match from a donor of the same race or a similar ethnic group.
 - Help ensure blood is available to those with sickle cell disease when they need it. Blood donations from individuals who are Black are urgently needed to help meet the needs of patients with sickle cell disease. Find more information at RedCrossBlood.org/OurBlood.
 - Send appointment reminders to scheduled donors. If donors cannot keep their appointments, encourage them to download the Red Cross Blood Donor App, visit RedCrossBlood.org or call 1-800-RED CROSS to find another donation opportunity.