

July 2020

Blood Drive Sponsor Bulletin



American Red Cross

The American Red Cross is urging donors who are feeling healthy and well to make an appointment to give blood to help ensure a steady supply for patients. Below are key messages to relay to donors while scheduling appointments.

KEY MESSAGES

- The American Red Cross is urging donors who are feeling healthy and well to make an appointment to give blood to maintain the blood supply for patients who rely on lifesaving transfusions.
- **[FOR DRIVES JULY 1-8]** Come to give blood July 1-8 for an exclusive WONDER WOMAN 1984 T-shirt, while supplies last.
- Blood donations support patients fighting cancer, mothers experiencing complications during childbirth, transplant patients and those with chronic illnesses.
- Do you know someone who has never donated before? Please encourage them to make an appointment with you.
- **[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.
 - Type O negative is the universal blood type and what emergency personnel reach for in trauma situations when there isn't time to determine a patient's blood type.
 - Type O positive is the most transfused blood type and can be transfused to Rh-positive patients of any blood type.
 - Types A negative and B negative can be transfused to Rh-positive or negative patients.
- Save time by using RapidPass[®] to complete your pre-donation reading and health history online before you come to your appointment. Get started at RedCrossBlood.org/RapidPass or by using the Blood Donor App.
- For detailed donor eligibility questions, please call 1-800-RED CROSS (1-800-733-2767) or visit RedCrossBlood.org.

YOU CAN HELP!

- Encourage friends and family who have never donated blood to give at your drive and help sustain the blood supply. Visit our redesigned, easier to use Blood Drive Management Portal at rcblood.org/portal to find and download the tools you need for blood drive success.
- Post the messages below to social media, such as Facebook, Twitter, LinkedIn and Nextdoor, and ask your committee members and donors to share:
 - *The Red Cross is urging donors who are feeling healthy & well to help maintain the blood supply for patients who rely on lifesaving transfusions. Blood drive: <date> from <time> to <time> at <location>. Sign up now: rcblood.org/appt*
 - *The Red Cross needs our help to ensure enough blood is on the shelves for patients in need. If you are healthy & well, join us <date> from <time> to <time> at <location>. Sign up now: rcblood.org/appt*
- 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.