

February 2024

Blood Drive Sponsor Bulletin



American Red Cross

Donors can share their hearts this winter when they give blood with the American Red Cross. The messages below can be relayed to donors while scheduling appointments.

NEW FOR 2024:

Sample social media posts and graphics to support your drive and upcoming promotions are available in the online guides on rcblood.org/BPLTools.

The Red Cross has launched the new Blood Donor Rewards program! All donors automatically started earning points Jan. 1, 2024. Points can be redeemed for up to one year for gift cards or physical items. Learn more at RedCrossBlood.org/Rewards.

KEY MESSAGES

- We're encouraging donors of all blood types to give with their whole hearts this month by scheduling and keeping their donation appointments.
- In February, severe winter weather and seasonal illnesses can make it difficult for the Red Cross to maintain a sufficient blood supply. Your donation can give hope and strength to patients in need.
- **FOR DRIVES FEB. 1-29:** All who come to give in February will receive a \$20 Amazon.com Gift Card by email! Terms and additional details can be found at RedCrossBlood.org/Heart.
- **[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. Visit our Blood Drive Management Portal at rcblood.org/portal to find tools for a successful blood drive as well as additional social content.
- A diverse blood supply is important to meet the needs of patients of all backgrounds! Actively recruit donors of all ethnicities to give at your drive.
- 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.