

October 2021

Blood Drive Sponsor Bulletin



American Red Cross

The American Red Cross is asking healthy 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

- In October – Breast Cancer Awareness Month – the American Red Cross reminds donors that blood and platelets are needed to help ensure blood is on the shelves for cancer patients and others who rely on transfusions.
- Patients are counting on the kindness and generosity of volunteer blood donors this fall. Donated blood remains essential to meet the needs of patients in hospitals across the U.S.
- In most cases, there's no blood donation deferral if you received a COVID-19 vaccine and you're symptom-free and feeling well when you come to give. Learn more at [RedCrossBlood.org](https://www.redcrossblood.org).
- There aren't enough people donating blood to help patients in need. 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.
- Save time with RapidPass[®]. Complete your pre-donation reading and health history at [RedCrossBlood.org/RapidPass](https://www.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](https://www.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.
- Post the messages below to social media and ask your committee members and donors to share:
 - *Donating blood with the Red Cross is a simple act of kindness you can do in about an hour! Help someone in need and feel good doing it. Join us <date> from <time> to <time> at <location>. Sign up now: rcblood.org/donate*
 - *Fall into a lifesaving habit this month. Make your appointment to give blood with the Red Cross at our blood drive <date> from <time> to <time> at <location>. Schedule now: rcblood.org/donate*
- 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](https://www.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](https://www.redcrossblood.org) or call 1-800-RED CROSS to find another donation opportunity.