

# February 2022

## Blood Drive Sponsor Bulletin



American Red Cross

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

### KEY MESSAGES

- Donors are needed to warm patient hearts this winter by giving blood to combat challenges like winter weather, which could impact the blood supply.
- As a thank-you, all who come to give blood or platelets Feb. 1-28, 2022, will receive a \$10 Amazon.com Gift Card by email, thanks to Amazon. Restrictions apply. See additional information and details at [rcblood.org/together](https://rcblood.org/together).
- No matter your blood type, you're somebody's type. This is the perfect month to make a heartwarming gesture and donate blood.
- **[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<sup>®</sup>. Complete your pre-donation reading and health history at [RedCrossBlood.org/RapidPass](https://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://RedCrossBlood.org).

### YOU CAN HELP!

- Encourage friends and family to give at your drive. Visit our Blood Drive Management Portal at [rcblood.org/portal](https://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:
  - *Give blood and warm hearts this month! Join the Red Cross <date> from <time> to <time> at <location> to donate. Sign up now: [rcblood.org/donate](https://rcblood.org/donate)*
  - *The Red Cross blood supply faces many challenges during the winter months, but you can help. Make your appointment to give blood <date> from <time> to <time> at <location> to help ensure blood is available when patients need it. Sign up now: [rcblood.org/donate](https://rcblood.org/donate)*
  - *Come give with the Red Cross <date> from <time> to <time> at <location>. All who come to give will receive a \$10 Amazon.com Gift Card by email, thanks to Amazon. Make your appointment: [rcblood.org/together](https://rcblood.org/together)*
- 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://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://RedCrossBlood.org) or call 1-800-RED CROSS to find another donation opportunity.