January 2022

Blood Drive Sponsor Bulletin

American Red Cross

The American Red Cross urges people to share their good health and resolve to give blood regularly, beginning in January with National Blood Donor Month. The messages below can be relayed to donors while scheduling appointments.

KEY MESSAGES

- January is National Blood Donor Month, the perfect time to resolve to be a regular blood donor and help save lives.
- This time of year, blood donor turnout is often affected by seasonal illness and winter weather. If you're feeling healthy and well, your blood donation is needed now to help meet the needs of hospital patients.
- The Red Cross continues to address a nationwide blood shortage. Donors of all blood types are needed to give now to ensure blood is available when patients need it.
- **[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.
- Post the messages below to social media and ask your committee members and donors to share:
  - *Resolve to help save lives in 2022! Join the Red Cross <date> from <time> to <time> at <location> to give blood. Sign up now: rcblood.org/donate*
  - *January is National Blood Donor Month. Help us celebrate by joining our lifesaving mission. Give blood with the Red Cross <date> from <time> to <time> at <location>. Sign up 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.
- 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.