

May 2021

Blood Drive Sponsor Bulletin



American Red Cross

The American Red Cross urges healthy individuals to make it a summer full of life by donating blood. The messages below can be relayed to donors while scheduling appointments.

KEY MESSAGES

- The Red Cross urges those who feel healthy to make it a summer full of life by donating blood. Your donation helps ensure blood remains available for patients who rely on transfusions.
- May is Trauma Awareness Month, and donors of all blood types – especially type O – are needed to help ensure hospitals are prepared the moment trauma patients and others arrive.
- Those who make it in to donate in May will automatically be entered for a chance to win a travel trailer camper that sleeps five, powered by Suburban Propane. See additional information and details at RedCrossBlood.org/SummerFullofLife.
- **[FOR DRIVES MAY 1-15 ONLY]** The Red Cross is also thanking those who come to give May 1-15 with a \$5 Amazon.com Gift Card via email, courtesy of Suburban Propane. Restrictions apply. See additional information and details at RedCrossBlood.org/SummerFullofLife.
- **[FOR DRIVES MAY 28-JUNE 13 ONLY]** In thanks for your support, all who come to give May 28-June 13 will receive a limited-edition Red Cross T-shirt, while supplies last.
- The Red Cross is testing blood donations for COVID-19 antibodies. Plasma from routine blood and platelet donations that test positive for high-levels of antibodies may be used as convalescent plasma to meet potential future needs of COVID-19 patients.
- **[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.
- Post the messages below to social media and ask your committee members and donors to share:
 - *Make it a summer full of life by donating blood!* 🌀 ☐ Red Cross blood drive: <date> from <time> to <time> at <location>. Type O donors especially needed! Sign up now: rcblood.org/appt
 - *Help the Red Cross ensure enough blood is on the shelves when every second matters. If you are healthy & well, join us <date> from <time> to <time> at <location>. Sign up now: rcblood.org/appt*
- A diverse blood supply is important! Actively recruit donors of all ethnicities to give at your drive. Patients are more likely to find a compatible blood match from donors of the same race or a similar ethnic group.
- Blood donations from individuals who are African American are urgently needed to help meet the needs of patients with sickle cell disease. Find more information at RedCrossBlood.org/OurBlood.

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- 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.