

## In-Meeting Ask

Ask organization leaders to let your volunteer team take the first five minutes of a meeting to promote your blood drive. In five minutes, you can spread the word about your drive, answer questions and gain commitments.

Cover the following types of information:

### The Need for Blood

Through the generosity of volunteer blood donors, the American Red Cross helps millions of patients in over 2,600 hospitals across the country each year. Patients receiving treatment for cancer or blood disorders, those undergoing transplant surgery, mothers suffering from birthing complications and premature babies are all examples of patients who need blood. Chances are you know someone who has needed blood. Chances are someone in this room, or more than one of us, has or will need blood in our lifetimes. In just an hour's time, you can help save up to three lives with a blood donation.

- Every 2 seconds someone in America needs blood
- 14,000 units of blood need to be collected by the Red Cross each day

### Why the Red Cross? Two words, **more impact**.

The Red Cross helps people locally, nationally and around the world. With this one partner we are part of a network that provides support to people affected by disasters and military families. We're connected to an organization that creates youth leadership opportunities and lifesaving preparedness training. And we're helping to save lives by collecting blood for patients in need.

- On average, every 60 seconds, 44 people in the United States are assisted by the Red Cross. Over a period of a year:
  - The Red Cross provides immediate assistance after large and personal disasters.
    - The Red Cross responded to nearly 70,000 disasters.
    - The Red Cross served 19.6 million meals and snacks.
    - The Red Cross handed out 7.8 million relief items.
  - The Red Cross prepares people with lifesaving training in first aid, CPR, swimming and lifeguarding skills.
    - More than 2.3 million people have been trained to save lives through Red Cross first aid, CPR or AED courses.
    - The Red Cross delivers more than 123 million digital pages of preparedness, health and safety educational content through mobile devices.
  - The Red Cross provides support to members of the Armed Forces and their families.
    - The Red Cross has served nearly 11,000 individuals through rehabilitation and morale programs.
    - The Red Cross distributed 140,000 comfort, care and therapy items at hospitals and medical facilities.

- The Red Cross looks to help save and impact the lives of the world's most vulnerable people.
  - Assisted 1.3 million people affected by disasters through the Red Cross and Red Crescent network.
  - With our partners, provided more than 98 million people with measles vaccinations.

Ask for support of the organization's blood drive in the following ways:

- Donating blood
- Volunteering their time
- Promoting the drive over social media channels

Take names and contact information of all people who agree to support the drive and the way they have pledged to help.

Complete the brief visit with an invitation for staff to contact you directly to discuss questions, concerns, fears and their trepidations about donating blood.