

January 2019

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. Below are key messages that 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.
- Extreme winter weather in some parts of the country and seasonal illnesses often make it difficult for the American Red Cross to maintain a sufficient blood supply at this time of year. Healthy individuals are urged to give now.
- The Red Cross must collect more than 13,000 blood donations every day for patients in need.
- **[FOR DRIVES JAN 1-6]** Come to give blood Jan. 1-6 and receive a special long-sleeved Red Cross T-shirt in thanks for starting the new year with a blood donation, while supplies last.
- Do you know someone who has never donated before? Please encourage them to make an appointment with you. Without more donors, patients will not have the blood they need.
- **[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.
 - Type O negative is the universal blood type and what emergency personnel reach for in trauma situations when there isn't time to determine a patient's blood type.
 - Type O positive is the most transfused blood type and can be transfused to Rh-positive patients of any blood type.
 - Types A negative and B negative can be transfused to Rh-positive or negative patients.
- Save time by using RapidPass[®] to complete your pre-donation reading and health history online before you come to your appointment. Get started at RedCrossBlood.org/RapidPass or by using the Blood Donor App.
- For detailed donor eligibility questions, please call 1-800-RED CROSS (1-800-733-2767) or visit RedCrossBlood.org.

YOU CAN HELP!

- Encourage friends and family who have never donated blood to give at your drive and help sustain the blood supply. Visit our redesigned and easier to navigate website at rcblood.org/coordinator-tools to find and download the tools you need for blood drive success.
- Post the messages below to social media and ask your committee members and donors to share:
 - *Resolve to #GiveMoreLife in the new year by donating blood with the #RedCross <date> from <time> to <time> at <location> rcblood.org/appt*
 - *Need a New Year's resolution? #GiveMoreLife! Healthy, eligible blood donors are needed to give at our Red Cross blood drive <date> from <time> to <time> at <location>. Appointments: Visit rcblood.org/appt, download the Blood Donor App at 3cu.be/blood or call 1-800-RED CROSS.*
- 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.