

January 2020

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 and be the lifeline patients need.
- The Red Cross must collect nearly 13,000 blood donations every day for patients in need.
- 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 with RapidPass[®]. Complete your pre-donation reading and health history at RedCrossBlood.org/RapidPass or with the Blood Donor App before your appointment.
- 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 use Blood Drive Management Portal at rcblood.org/portal to find and download the tools you need for blood drive success.
- Post the message below to social media, such as Facebook, Twitter, LinkedIn and Nextdoor, and ask your committee members and donors to share:
 - *Resolve to #BeTheLifeline patients need in the new year: Give blood with the Red Cross <date> from <time> to <time> at <location>. Appointments: rcblood.org/appt*
 - *Give blood with the Red Cross & #BeTheLifeline patients need this winter. Blood drive <date> from <time> to <time> at <location> rcblood.org/appt*
- Send appointment reminders to scheduled donors. If donors cannot keep their appointments, encourage them to visit RedCrossBlood.org, call 1-800-RED CROSS, download the Red Cross Blood Donor App or enable the Blood Donor Skill on any Alexa Echo device to find another donation opportunity.