



Toolkit Overview

Planning Materials

Quick Guide

This guide lists the steps to a successful Pint-Size Hero or Future Blood Donor blood drive. Your American Red Cross account manager will guide you through the process.

Recruitment Materials

Parent/Guardian Letter

This customizable letter should be sent home with students to recruit donors. It contains an appointment request form. Donors can schedule an appointment by returning the appointment request form to school, by visiting redcrossblood.org or by downloading the Blood Donor App.

Blood Drive Collaterals

These are customizable posters and fliers to display the blood drive details at your school or to send home to parents. The sizes are 11x17, 8.5x11, 2-up, 3-up and a table tent.

Newsletter

This customizable newsletter article may be included in your school newspaper or other publications to share information about your upcoming blood drive and the blood drive results.

Email Templates

These customizable emails can be used to recruit parents, faculty and staff to donate or volunteer at the blood drive.

Appointment Reminder Card

These cards may be sent home with students to confirm and remind donors of their appointments.

Digital Tools

You will find a web banner for use on your school's website, as well as a Facebook graphic. Your American Red Cross account manager can provide messaging to share information about the blood drive on your school's Facebook page and Twitter feed.





HOPE begins with you.

Educational Tools

Lesson Plans

The grade-level specific lesson plans focus on blood components, the function of blood and the need for blood donors.

Classroom Activities

These tools will help you teach students about the function of blood in the body, blood components and the need for blood. These tools can be used as classroom activities, take-home assignments or in conjunction with an American Red Cross educational presentation.

- Word Search
- Blood Trivia
- Maze
- Coloring Pages
- Crossword Puzzle
- Writing Assignments
- Drink Mix Demonstration

Monster Guard Flier

Students can learn how to prepare for real-life emergencies in a fun and engaging game.

Recognition Tools

Sign-in Sheet

The sign-in sheet should be used at the blood drive. Donors will record the name of the student who recruited them to donate. The list can be used to recognize students who helped save lives.

Certificates and Wall of Heroes

Each student who recruits someone who presents to donate blood may be awarded a certificate. The name of each student who recruits a donor may be displayed on a “Wall of Heroes.”

Sticker

Each student who returns an appointment request form may be given a sticker to show they helped save lives.

Avatars and Badges

Students who help save lives can claim their avatar or badge at redcrossblood.org/students.

Letterhead

Students may use this template to write a thank you letter to a blood donor after the blood drive.

Visit redcrossblood.org/youthresources to access these documents.

