

Sickle Cell Initiative

Partner Email Messaging



We've put together some basic email messaging for you to use if you're able to help spread the word by emailing your members, supporters and network. Prefer to write your email? Great! Feel free to use this copy as a thought starter. If we can help with any other special needs, drop us an email at SickleCell@redcross.org.

Option 1:

Blood donors who are Black play a critical role in helping people with sickle cell disease, the most common genetic blood disease in the U.S. Some patients with sickle cell disease rely on regular blood transfusions throughout their lives to help prevent complications from the disease such as organ and tissue damage, pain, and strokes.

Did you know? Some characteristics of blood are inherited, just like eye or hair color, and some are unique to specific racial and ethnic groups. Patients fighting sickle cell disease rely on the most compatible blood match possible, from someone of the same race or similar ethnicity, to help prevent complications.

We're proud to say that we are partnering with the American Red Cross to help ensure individuals with sickle cell disease have continued access to lifesaving blood transfusions. We're asking you to join us and help make the difference in the life of a patient with sickle cell disease as well as moms with complicated childbirths, people fighting cancer, accident or trauma victims being reached to emergency rooms, and many more.

You can be a part of this lifesaving initiative by [scheduling an appointment to donate blood](#) or by spreading the word on social media using the hashtags #TeamUp4SickleCell and #BlackBloodDonorsNeeded. Together, we can make a difference.

You can learn more about this important initiative and how you can help at RedCrossBlood.org/OurBlood.

Option 2:

We're proud to say that we are partnering with the American Red Cross on an important new initiative to help individuals living with sickle cell disease. Today, we're asking you to join us.

Sickle cell disease causes red blood cells to become hard and crescent shaped instead of soft and round. As a result, blood has difficulty flowing smoothly and carrying oxygen to the rest of the body, which can lead to debilitating pain, tissue and organ damage, and even strokes. In the United States, it is estimated that over 100,000 people have sickle cell disease, a majority of whom are of African descent.

Blood donors who are Black play a critical role in helping patients battling sickle cell disease receive the most compatible blood match. But today, there aren't enough blood donors to meet this urgent need. You can help by [scheduling an appointment to donate blood](#) and ask others to join you.

Help make a difference in the lives of patients with sickle cell disease, moms with complicated childbirths, people fighting cancer, and many more.

You can learn more about this important initiative at RedCrossBlood.org/OurBlood.