

Sickle Cell Initiative: Our Blood Saves Lives

Host a SleevesUp Campaign



To help make a difference in the lives of patients with sickle cell disease, here is another tool you can use to encourage friends, family, colleagues, and others to donate blood – no matter where they are located across the country. A SleevesUp virtual blood drive allows you to create a campaign and invite others to join the campaign via email or social media sites.

Creating a SleevesUp campaign is a simple four-step process:

- Create an account at SleevesUp.RedCrossBlood.org or log in with an existing Facebook or Twitter account.
- Personalize the campaign with video, pictures, or your personal story.
- Set a goal and time frame for the campaign.
- Invite others to join the campaign via email or social media networks, like Facebook, Twitter and LinkedIn.

When sharing your campaign socially, feel free to craft your own personalized message to your followers to encourage them to give through your campaign, or even start their own! But just in case you get stuck, here are a few ideas to get you started ...

Twitter

We are proud to partner with the #RedCross to help build a more diverse blood supply. Donors who are Black play a critical role in helping meet the constant need for blood, especially for those with sickle cell disease. Make a blood donation appointment [Insert your campaign link here]

Facebook/Instagram (Use your updated logo as an image!)

Most people say they haven't donated blood because no one has ever asked. But now we are asking you! We are proud to partner with the #RedCross to help raise awareness for the need for a diverse blood supply. Donors who are Black play a critical role in helping meet the constant need for blood, especially for those with sickle cell disease. Help us make a difference in the health of our community. Please make an appointment to give blood today.

Link: Use your SleevesUp Campaign link

Unsure of how to find your campaign link?

It's easy – log into the SleevesUp website, and from your Dashboard, click on 'Invite Supporters' from the left-hand menu. You should then see your URL, which can be copied and pasted anywhere you need to share it)

SleevesUp is a practical way to show your passion and commitment to blood donation. When you roll up your sleeves, it's time to get to work - time to help in any way needed. When you roll up your sleeves to give blood, it's time to help save lives.

It won't be completely virtual – not until blood can be drawn over the internet – but SleevesUp does provide a simple way to encourage people you know to pledge to donate blood at the location most convenient for them. Together, participants can make a tremendous impact!

So, roll your SleevesUp and start your virtual blood drive at SleevesUp.RedCrossBlood.org.