



URGENT NEED

CURRENT NEED

The American Red Cross urgently needs donors of all blood types to give blood in support of kids fighting cancer, patients with sickle cell disease and others facing serious illnesses. Type O and B blood donors are critically needed right now.

KEY MESSAGES

- The Red Cross urgently needs blood and platelet donations to give now to prevent delays in lifesaving medical care for patients in need.
- All blood types are urgently need, but the Red Cross especially urges donors with type O or B blood to give now.
- Blood products are perishable, and the only source of lifesaving blood is volunteer blood donors. A shortfall in donations can cause delays in essential medical care.
- Eligible donors with type O, A negative and B negative blood are urged to make a Power Red donation, where available.
- There aren't enough people donating blood to help people in need. Do you know someone who has never donated before? Please encourage them to make an appointment with you.
- **[FOR DRIVES SEPT. 1-30]** Along with our partner Sport Clips Haircuts, we want to thank you for helping keep the blood supply strong this September. Come to donate blood this month and receive an email coupon for a **FREE haircut** from Sport Clips!*
- Schedule an appointment today by using the free [Red Cross Blood Donor App](#), visiting [RedCrossBlood.org](#) or calling 1-800-RED CROSS (1-800-733-2767).
- Donors can save up to 15 minutes by using RapidPass® to complete the pre-donation reading and health history questionnaire online. For more information, visit [RedCrossBlood.org/RapidPass](#).

HOW YOU CAN HELP

- Exceeding your blood drive goal is critical and can help replenish the blood supply.
- Please ensure your blood drive schedule is fully booked.
- 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.
- Keep a list of "standby" donors who are ready to jump in when an unexpected opening becomes available.
- Encourage friends and family who have never donated blood to give at your drive or at their convenience by finding a donation opportunity near them now using the free [Red Cross Blood Donor App](#), visiting [RedCrossBlood.org](#) or calling 1-800-RED CROSS (1-800-733-2767).
- Encourage another organization to [host a blood drive](#) during this critical time or throughout 2019.



**American
Red Cross**

Blood Program
Leader

For Use: Sept. 14-30, 2019

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ADDITIONAL TIPS

Help spread the word about the urgent need by posting the messages below to social media and ask your committee members and donors to do the same:

- #RedCross blood products are being distributed to hospitals faster than donations are coming in. Donations are needed now – esp. types O & B – to replenish the supply. #GiveNow: rcblood.org/appt
- Calling donors of all blood types: The #RedCross urgently needs you to make a blood or platelet donation to prevent delays in lifesaving medical care for patients this fall. #GiveNow: rcblood.org/appt