

March 2024

Blood Drive Sponsor Bulletin



American Red Cross

The American Red Cross urges people to make a paws-itive impact this spring by giving blood or platelets during March, Red Cross Month. The messages below can be relayed to donors while scheduling appointments.

NEW FOR 2024:

Sample social media posts and graphics to support your drive and upcoming promotions are available in the online guides on rcblood.org/BPLTools.

The Red Cross has launched the new Blood Donor Rewards program! Beginning Jan. 1, 2024, all donors now automatically earn points when they come to give. Donors can redeem points any time of year to receive e-gift cards or save them to redeem and claim an exclusive Red Cross merchandise item in the next calendar year. Learn more at RedCrossBlood.org/Rewards.

KEY MESSAGES

- March is Red Cross Month. During this month, the Red Cross honors the commitment of volunteers and blood and platelet donors to support individuals and families in need.
- We're encouraging donors of all blood types to make a paws-itive impact in March by scheduling and keeping their donation appointments.
- **FOR DRIVES MARCH 1-24:** All who come to give March 1-24 will receive a \$10 e-gift card to a pet supply merchant of choice. Plus, they'll be automatically entered for a chance to win a \$3,000 gift card. There will be five lucky winners! Details are available at RedCrossBlood.org/Pets.
- **[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.
- 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.
- Eligibility questions? Call 1-800-RED CROSS (1-800-733-2767) or visit RedCrossBlood.org.

YOU CAN HELP!

- Encourage friends and family to give at your drive. Visit our Blood Drive Management Portal at rcblood.org/portal to find tools for a successful blood drive as well as additional social content.
- A diverse blood supply is important to meet the needs of patients of all backgrounds! Actively recruit donors of all ethnicities to give at your drive.
- Help ensure blood is available to those with sickle cell disease when they need it. Blood donations from individuals who are Black are urgently needed to help meet the needs of patients with sickle cell disease. Find more information at RedCrossBlood.org/OurBlood.
- Send appointment reminders to scheduled donors. If donors cannot keep their appointments, encourage them to download the Red Cross Blood Donor App, visit RedCrossBlood.org or call 1-800-RED CROSS to find another donation opportunity.