

ADGP/Disaster Responder Program

Membership Resources

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ADGP/Disaster Responder Program Communications Resources:

Summer Blood Donations

**June – August 2022**

The need for blood and platelets doesn’t take a summer break. Every day, the Red Cross must collect about 12,500 blood donations and nearly 3,000 platelet donations to meet the needs of patients facing their own personal medical emergencies.Generous blood and platelet donors are critically important in ensuring blood products are on the shelves when every second counts.

**We need your help to ensure lifesaving care is available for patients this summer.** Summer months can be a challenging time to maintain an adequate blood supply. While your ADGP/Disaster Responder Program membership is anchored in disaster relief, we know the core of your commitment is helping people during emergencies — so we invite you to join the conversation to encourage blood donations.

The communications materials below are designed to help you make sure those most important to your organization — your employees, customers or social media followers — know how they can give blood or encourage blood donations this summer, while highlighting your Red Cross partnership and commitment to community safety on your social and digital channels. Content is included to help you amplify key dates and messages, including:

* **June 14, 2022** – World Blood Donor Day
* **June 19, 2022** – World Sickle Cell Day
* **June – August 2022** – Summer Blood Donations

Thank you for your support!

**Customizable Social Content**

In June and throughout the summer, you can leverage your social channels to encourage your followers to give blood using the template posts and graphics (provided in the accompanying zip file). The posts below tag the [@RedCross](https://twitter.com/redcross)on Twitter, but we encourage you to personalize these messages and tag us on other platforms too, like the[American Red Cross](https://www.facebook.com/redcross) or [American Red Cross Blood Donors](https://www.facebook.com/RedCrossBlood/) on Facebook, [@americanredcross](https://www.instagram.com/americanredcross/) on Instagram, [American Red Cross](https://www.linkedin.com/company/157239/) on LinkedIn or [@americanredcross](https://www.tiktok.com/@americanredcross?lang=en) on TikTok. You may also retweet or share any relevant posts from our [national accounts](http://www.redcross.org/about-us/news-and-events/connect-with-us).

**World Blood Donor Day:**

**June 14, 2022**

Hashtag:#WorldBloodDonorDay

|  |  |
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| * Every year, countries around the world celebrate #WorldBloodDonorDay on June 14 to help raise awareness of the importance of a safe and adequate blood supply. There is no substitute for blood. Sign up to give blood or platelets with our partner @RedCross: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) * This #WorldBloodDonorDay we're highlighting the need for blood & honoring donors around the world who give of themselves to ensure a reliable supply of blood for patients with diseases & facing the unexpected. Sign up to give with our partner @RedCross: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) | *Red Cross Blood Donations*  *World Blood Donor Day 1 (also provided as Vertical size)*    *Red Cross Blood Donations*  *World Blood Donor Day 2 (also provided as Vertical size and GIF)* |

**World Sickle Cell Day:**

**June 19, 2022**

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| * June 19 is World Sickle Cell Day. #SickleCell disproportionately impacts the Black community. Blood transfusion may help manage the disease. Blood donors who are Black may have a unique ability to help these patients. Give blood with @RedCross: [rcblood.org/37RKNdI](https://rcblood.org/37RKNdI) * World Sickle Cell Day facts: ~100K people in the U.S. have #sicklecell disease, most of whom are of African descent. Blood transfusion is a key treatment. The most compatible blood is from a donor of similar race/ethnicity. Give blood with @RedCross: [rcblood.org/37RKNdI](https://rcblood.org/37RKNdI) | *Red Cross Blood Donations*  *World Sickle Cell Day 1 (also provided as Vertical size)*    *Red Cross Blood Donations*  *World Sickle Cell Day 2 (also provided as Vertical size)* |

**General Summer Blood Donations:**

**For use June – August 2022**

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| --- | --- |
| * The need for blood and platelet transfusions doesn’t take a summer break. Donors are especially needed now to ensure lifesaving care is available the moment patients need it. Please schedule a donation appointment with our partner @RedCross at [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) * Seasons may change, but the need for blood is constant. Share a little ☀️ with patients in need by making a 🩸 donation. Schedule your appointment with our partner @RedCross to give today: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) #DonateBlood * Summer is a challenging time to collect enough blood, platelet & plasma donations to meet patient needs. Don’t let the blood supply take a dip this summer – schedule your appointment to be a lifesaver with our partner @RedCross now: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) * There are 2,376 hours between Memorial Day and Labor Day. Donating blood only takes about an hour. Can you spare one hour this summer to do good for a patient in need? Sign up to give blood with our partner @RedCross at: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) * Do good, feel good & make a lasting impression on others and in your community this summer: Give blood or platelets with the @RedCross! You’ll feel good knowing your donation can help save more than one life. Join #CampDoGood by reserving a donation spot: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) * Need some mow-tivation to give blood? Every 2 seconds someone in the U.S. needs lifesaving blood. Your donation is essential to maintaining the health of our community. Please make an appointment to give with our partner @RedCross at [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) * FACT: Only 3% of eligible Americans donate blood. Yet, every 2 seconds, someone needs it. Mind blowing, isn’t it? Help change this stat – schedule an appointment to give blood with our partner @RedCross: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) | Shape  Description automatically generated  *Red Cross Blood Donations*  *No Summer Break (also provided as Horizontal size)*    *Red Cross Blood Donations*  *Summer Hours (also provided as Vertical size)*    *Red Cross Blood Donations*  *Camp Do Good (also provided as Vertical size)*    *Red Cross Blood Donations*  *Mow the Yard (also provided as Vertical size)*    *Red Cross Blood Donations*  *Mind Blowing (also provided as Vertical size)* |

**Customizable Promotional Content**

**Article 1:**

**For use June 2022**

**Roll up a sleeve to give blood this June!**

At COMPANY, we are strongly committed to protecting the communities in which we live and work. As a proud member of the American Red Cross Annual Disaster Giving Program (ADGP)/Disaster Responder Program since DATE, COMPANY makes an annual contribution to the Red Cross to support disaster relief and emergency preparedness year-round.

The Red Cross also works every day to address an emergency of a different kind — the constant need for blood. Every day, the Red Cross counts on generous volunteer donors to roll up their sleeves and give lifesaving blood and platelets — in fact, they need to collect about 12,500 blood donations and nearly 3,000 platelet donations daily to meet the needs of patients across the country.

Summer months can be a challenging time to maintain an adequate blood supply. Each June, countries around the world observe two important dates to remind people of the importance of blood donation:

* **World Blood Donor Day** is recognized each **June 14**. This day is meant to raise awareness of the need for a safe and stable blood supply and to recognize volunteer blood donors. Having a sufficient blood supply is essential to the health of communities around the world.
* **World Sickle Cell Awareness Day** is observed annually on **June 19** to increase understanding of sickle cell disease. More than 100,000 people in the U.S. have sickle cell disease, most of whom are of African descent. Donors who are Black play a critical role in helping the Red Cross meet the constant need for blood — especially for those with sickle cell disease who often rely on closely matched blood products for regular transfusions.

We invite COMPANY employees to join us in commemorating these important dates and ensuring a safe and adequate blood supply for patients in need. Appointments to give blood or platelets can be made by downloading the [Red Cross Blood Donor App](https://www.redcrossblood.org/blood-donor-app.html), visiting [RedCrossBlood.org](https://www.redcrossblood.org/give.html/find-drive), calling 1-800-RED CROSS (1-800-733-2767) or enabling the Blood Donor Skill on any Alexa Echo device.

Not able to donate blood right now? You can start a **Sleeves Up virtual blood drive**! Simply create your campaign online in just minutes at [RedCrossBlood.org/SleevesUp](http://www.redcrossblood.org/SleevesUp), and send an invitation to your friends and family members from around the country to join you in donating blood and saving lives. Through your online campaign, you can set collection goals, choose a hashtag and upload pictures and stories about why blood donation is important to you.

Thank you for your commitment to ensuring lifesaving blood is available for patients in need.

**Article 2:**

For use June – August 2022

**Do good things: Give blood or platelets**

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The Red Cross also works every day to address an emergency of a different kind — the constant need for blood. Every day, the Red Cross counts on generous volunteer donors to roll up their sleeves and give lifesaving blood and platelets — in fact, they need to collect about 12,500 blood donations and nearly 3,000 platelet donations daily to meet the needs of patients across the country.

The need for lifesaving blood transfusions doesn’t take a summer break. Generous blood and platelet donors are critically important in ensuring lifesaving care is available the moment patients need it.

This summer, the Red Cross is asking donors to do good things by making an appointment to give blood or platelets. Donating blood only takes about an hour, and you’ll feel good knowing your donation can help save more than one life. You may be helping kids fighting cancer, patients waiting for critical surgeries and people who need blood to survive traumatic injuries.

**There are 2,376 hours between Memorial Day and Labor Day. Will you spare one to help save lives?** Appointments can be made by downloading the [Red Cross Blood Donor App](https://www.redcrossblood.org/blood-donor-app.html), visiting [RedCrossBlood.org](https://www.redcrossblood.org/give.html/find-drive), calling 1-800-RED CROSS (1-800-733-2767) or enabling the Blood Donor Skill on any Alexa Echo device.

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Thank you for your commitment to ensuring lifesaving blood is available for patients in need.