

ADGP/Disaster Responder Program

Membership Resources

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ADGP/Disaster Responder Program Communications Resources:

National Blood Donor Month

**January 2023**

Every day, the American Red Cross counts on individuals to roll up their sleeves and give blood and platelets. The need for blood is constant, and volunteer donors are the only source of blood for those in need of transfusions.

January is National Blood Donor Month, a time to celebrate the lifesaving impact of blood, platelet and plasma donors. National Blood Donor Month has been celebrated each January for more than 50 years and coincides with one of the most difficult times to maintain a sufficient blood supply for patients.

During National Blood Donor Month — when weather and illness often cause donors to postpone giving — we are urging eligible donors of all blood types to resolve to give blood or platelets to ensure these lifesaving products are available when they are needed.

While your ADGP/Disaster Responder Program partnership is anchored in disaster relief, we know the core of your commitment is helping people during their time of greatest need. The communications materials below are designed to help you commemorate National Blood Donor Month and encourage blood donations, while highlighting your Red Cross partnership and commitment to community safety.

**Customizable Social Content (for Facebook, Twitter, Instagram or LinkedIn)**

During January 2023, you can leverage your social channels to encourage your followers to give blood using the template posts and graphics provided. The posts tag the American Red Cross Twitter, but we encourage you to personalize these messages and tag[American Red Cross](https://www.facebook.com/redcross) or [American Red Cross Blood Donors](https://www.facebook.com/RedCrossBlood/) on Facebook, [@RedCross](https://twitter.com/redcross)on Twitter, or [@AmericanRedCross](https://www.instagram.com/americanredcross/) on Instagram. You may also share any relevant posts from our [national accounts](http://www.redcross.org/about-us/news-and-events/connect-with-us).

**Suggested Posts/Graphics:**

*Graphics are included in the zip drive*

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| --- | --- |
| **Text  Description automatically generated with medium confidence** | Post 1  January is #NationalBloodDonorMonth, a time to celebrate the impact of blood and platelet donors during one of the most difficult times of year to maintain a sufficient blood supply. 🩸 Join this lifesaving mission by donating blood with our partner the @RedCross this month: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) |
| *National Blood Donor Month Also provided in vertical format* |
| *Text, logo, company name, whiteboard  Description automatically generated* | Post 2  January is #NationalBloodDonorMonth, but it’s also one of the most difficult times to maintain a sufficient blood supply for patients.    Our partner the @RedCross must collect about 12,500 blood donations and nearly 3,000 platelet donations every day for hospital patients. All from volunteer donors! 💪 Make your appointment to give now: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) |
| *National Blood Donor Month 2 Also provided in vertical format* |
| **A picture containing timeline  Description automatically generated** | Post 3  This year, make a resolution to schedule an appointment to donate blood. Your generosity can help save lives. Here’s what to expect when you give with the @RedCross.   Tap here to schedule an appointment: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) |
| *Resolve to Save Lives Also provided in vertical format* |
| *Logo, company name  Description automatically generated* | Post 4  Help the @RedCross avoid a blood shortage by sparing an hour this month to give! 🩸 Your donation can help ensure essential medical care for patients. Schedule your appointment today: [rcblood.org/donate](https://www.redcrossblood.org/give.html/find-drive?cid=biomedfieldsocial&med=social&source=social&campdesc=bio_og2021) |
| *Help Prevent a Blood Shortage Also provided in vertical format* |

**Customizable Promotional Content**

**National Blood Donor Month: Resolve to Give Blood or Platelets!**

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.

As a proud supporter of the Red Cross, we are asking you to help address a different kind of emergency — the need for blood.

January is National Blood Donor Month, a time to celebrate the lifesaving impact of blood, platelet and plasma donors. National Blood Donor Month has been celebrated each January for more than 50 years and coincides with one of the most difficult times of year to maintain a sufficient blood supply for patients.

In January, icy winter weather and severe seasonal illness often cause donors to postpone giving. Since avoiding blood shortages means better care for patients in need, it’s vital for donors to [make an appointment to give as soon as possible](https://www.redcrossblood.org/give.html/find-drive).

Keeping new year’s resolutions can be tough, but here's an idea for an easily achievable resolution for 2022: Make a commitment to give blood or platelets with the Red Cross. **Here are 3 easy ways YOU can help keep the blood supply strong:**

1. Make an appointment to give blood or platelets by downloading the free [Blood Donor App](https://www.redcrossblood.org/blood-donor-app.html), visiting [RedCrossBlood.org](https://www.redcrossblood.org/give.html/find-drive) or calling 1-800-RED CROSS (1-800-733-2767).
2. Let your friends and family know there is a need for donations right now.
3. Invite someone to donate with you.

People across the country depend on the generosity of blood donors for many reasons — a teen who was in an accident, a grandfather in need of heart surgery, a friend being treated for cancer or a child with sickle cell disease — all rely on donors to roll up their sleeves.

Thank you for sharing your good health, and for your commitment to ensuring lifesaving blood is available for patients in need.