

**American
Red Cross**

Blood Program Partner

EMERGENCY NEED

CURRENT NEED

Right now, the American Red Cross has a significant blood shortage and is issuing an emergency request for eligible blood and platelet donors. Every donation matters, as blood is being distributed to hospitals faster than donations are coming in.

HOW YOU CAN HELP

Achieving and exceeding your blood drive goal is critical and can help shore up collections. Please ensure your schedule of donors is fully booked, reach out to new donors, recruit donors on standby in case some donors don't show up, and remind donors of the critical importance of keeping their appointments, especially now, when donations are at an unprecedented low. Every donation and every effort counts.

KEY MESSAGES

- The American Red Cross has issued an emergency call for blood and platelet donors to give now and help save lives.
- Right now, blood and platelet donations are being distributed to hospitals faster than they are coming in.
- Blood and platelet donations are critically needed in the coming days so that patients can continue to receive the lifesaving treatments they need.
- Eligible blood and platelet donors of all types are needed now. **Donors with types O, B negative or A negative blood are especially needed and encouraged to give a Power Red donation, if available.**
- Remember: Donors can save time by using RapidPass to begin their health history. For more information, visit: redcrossblood.org/RapidPass.

ADDITIONAL TIPS

Your Red Cross representative can answer questions and provide support. Here are a few additional tips to engage donors through social networks:

- *Twitter:*
 - #RedCross has an emergency need for blood and platelet donors to #GiveNow. Make an appt to give. rcblood.org/appt
 - Emergency need: #RedCross urges donors to #GiveNow to ensure hospital patients' blood & platelet needs can be met. rcblood.org/appt
- *Facebook:*

The American Red Cross is issuing an emergency request for eligible blood and platelet donors to #GiveNow. Your donation can give hope to hospital patients in our community, including accident victims, heart surgery patients and those receiving treatment for leukemia, cancer or sickle cell disease. Make an appointment to give blood by downloading the Blood Donor App, visiting redcrossblood.org or calling 1-800-RED CROSS.