



Our Blood Saves Lives. You Can Make a Difference.

For many patients with sickle cell disease, blood transfusions are an essential treatment. One patient with sickle cell disease can require up to 100 units of blood each year to treat complications of the disease such as organ and tissue damage, severe pain, and strokes. Many may need to receive blood transfusions throughout their lives.

Blood donors who are Black play a critical role to help ensure patients with sickle cell disease have continued access to the treatments they need. You can make a difference in the life of someone with sickle cell disease.

Now more than ever, the American Red Cross needs your help. We've put together a list of some ways you can get involved and support this lifesaving effort.



Activate Your Network

- Share the message with your employees, members and network. Encourage them to set an appointment to donate blood and ask their friends and family members to do the same.
- Host a blood drive using our virtual blood drive platform, SleevesUp. Set an appointment goal for each location and reward the winner.
- Find someone within your organization who has a personal story of how they have been impacted by sickle cell disease or a blood transfusion and recognize them to rally around this important initiative.
- Create a lifesaving team through the Red Cross Blood Donor App. Encourage your members to download the app, join your team and set an appointment to donate blood.
- Place flyers featuring the *Our Blood Saves Lives* message in your offices or in public areas to encourage your supporters to schedule an appointment to donate blood.



Pay it Forward

- Organize and promote a blood drive and encourage your locations across the country to do the same. Make it a friendly competition and reward the winner.
- Launch a "pay it forward" fundraiser using a special co-branded microsite to raise funds in support of patients with sickle cell disease.
- Include messaging about the need for blood donors who are Black in direct marketing outreach with your employees or member base.
- Consider offering a matching challenge to engage employees and members to join you in supporting this initiative. Need an idea—for every blood donation appointment made through your unique URL, making a financial contribution to support the Red Cross Blood Services mission.



Share the Need & Raise Awareness

- Spread the word by sharing on social media using one of the initiative hashtags, #TeamUp4SickleCell and/or #BlackBloodDonorsNeeded, and encourage your supporters to do the same.
- Send a press release about your support of this lifesaving initiative to local media outlets, especially those that reach diverse communities.
- When you host a blood drive or your members donate blood, take photos to share with the local newspapers.
- Invite a Red Cross representative to attend an upcoming meeting and speak about sickle cell disease and the need for blood.
- Share an op-ed with your local newspaper about the need for a diverse blood supply or write a letter to the editor encouraging others to donate blood or host a blood drive.



**American
Red Cross**

RedCrossBlood.org/OurBlood | 1-800-RED CROSS | #TeamUp4SickleCell | #BlackBloodDonorsNeeded