




NATIONAL  
**BLOOD  
DONOR**  
MONTH



PROMOTIONAL  
HANDBOOK



Daniel, who has relied on blood transfusions to recover from several surgeries and a heart transplant.



# HANDBOOK CONTENT

- About the Month
- Blood Supply Snapshot
- Available Resources
- Social Media Copy
- Draft Editorial
- Newsletter Drop-Ins
- Draft Letters to the Editor



# Be a part of the campaign to recognize America's blood donors.

Did you know that January is National Blood Donor Month? It began in 1970 when President Richard Nixon made an historic proclamation. During this special month, we encourage all those impacted by the lifesaving power of blood donation to come together to honor and celebrate the incredible generosity of America's voluntary blood donors.

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Nearly 7 million people selflessly give blood every year, serving as a lifeline for countless individuals in need. This includes trauma victims, patients battling sickle cell disease or Thalassemia, as well as those who require organ or bone marrow transplants.

These unsung heroes save lives and make a significant difference in our communities. We want to inspire more people to become blood donors and join this life-saving mission.

By donating blood, people have the power to give someone a second chance at life. A single donation can make a real impact, save multiple lives, and bring hope to those in need.

Join us this January and be a part of National Blood Donor Month. This document has everything you need to take part in this month and recognize the blood donors that are making a difference in your community.

We encourage you to customize this content, add your own logos, and make these resources work for you throughout this month.

Together, we can make a difference and save lives.

# A snapshot of **blood donation today**



## **Every two seconds**

someone in America needs a blood transfusion.

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## **The need is great**

extending beyond unexpected emergencies like car crashes, encompassing a wide range of medical treatments such as cancer therapies, cardiovascular and orthopedic surgeries, and organ and bone marrow transplants.

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## **3% of Americans currently donate blood**

despite 65 percent of the population being eligible to do so. Additionally, less than 20 percent of blood donations come from individuals in communities of color, and donations from individuals aged 19-24 have declined by nearly 32 percent from 2019 to 2021.

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## **Nearly 7 million people**

selflessly give blood every year, serving as a lifeline for countless individuals in need. This includes trauma victims, patients battling sickle cell disease or Thalassemia, as well as those who require organ or bone marrow transplants.

## **Looking for more information on America's blood supply and its donors?**



Scan this code to access the U.S. Blood Donation Statistics and Public Messaging Guide, a first of its kind guide from America's Blood Centers and ADRP designed to provide the latest look at America's blood supply and its donors. It uses data curated from published research, credible public sources, and input from industry experts as well as editable social media graphics.

# Resources to spread the word about this month

This handbook includes everything you need to celebrate National Blood Donor Month, recognize America's blood donors, and encourage more people to give blood. We encourage you to customize this content, add your logo, and make this information work for your organization.

## 1 Social Media Content

Download customizable, pre-sized social media images in multiple languages with videos also available [here](#) and [here](#).

## 2 Social Media Copy

Download customizable Facebook and X posts recognizing America's blood donors, including donor and recipient stories.

## 3 Draft Editorial

This draft print content makes it easy to recognize donors in your community and encourage others to give.

## 4 Draft Letters to the Editor

Encourage donors and recipients in your community to share their stories with these customizable letters.

## 5 Newsletter Content

This content makes it easy to spread the word about National Blood Donor Month across your organization.

## 6 View the Resolution

Read President Richard Nixon's resolution proclaiming the first National Blood Donor Month on December 31, 1969.

## ILMA RECIPIENT

Has relied on transfusions to help her immune system fight infection.



# Draft social media copy to promote this month

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### General X Content:

1. January is National Blood Donor Month! Join us in celebrating and raising awareness for the incredible impact blood donors have on saving lives. #GiveBlood #NationalBloodDonorMonth
2. Did you know that every two seconds, someone in America needs a blood transfusion? Let's salute the heroes who donate blood and help save lives this National Blood Donor Month. #DonateBlood #BeAHero
3. Together, we can make a difference. This National Blood Donor Month, let's give the gift of life by donating blood and supporting all those who rely on the lifesaving power of blood. #GiveLife #NationalBloodDonorMonth
4. It's National Blood Donor Month, and we want to honor all the selfless individuals who have donated their blood to save lives. Thank you for making a difference and being a hero in someone's life. #NBDM #DonateBlood
5. Spread the word! January is National Blood Donor Month, and we are celebrating the amazing impact blood donors have on our communities. Join us in raising awareness and encouraging others to donate blood. #NBDM #GiveBlood
6. Only 3% of the U.S. population donates blood, but their impact is immeasurable. Join this incredible group of donors and help save lives during National Blood Donor Month. #JoinTheCause #NationalBloodDonorMonth
7. Did you know that a single blood donation can help two or more patients in need? Your contribution can make a significant difference in someone's life. Donate blood this National Blood Donor Month and be a lifeline for those in need. #GiveLife #DonateBlood #NBDM
8. "I am a proud blood donor." Join me in celebrating National Blood Donor Month and the power we have to make a difference in our communities. Together, let's save lives and inspire others to become donors. #ProudDonor #NationalBloodDonorMonth

## CAMILLE RECIPIENT

Has relied on transfusions due to her rare blood disorder that affects her ability to make red blood cells.



# Draft social media copy to promote this month

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## General Facebook Content:

1. January is National Blood Donor Month! Join us in celebrating and raising awareness for the incredible impact blood donors have on saving lives. #GiveBlood #NationalBloodDonorMonth
2. Did you know that every two seconds, someone in America needs a blood transfusion? Let's salute the heroes who donate blood and help save lives this National Blood Donor Month. #DonateBlood #BeAHero
3. Together, we can make a difference. This National Blood Donor Month, let's give the gift of life by donating blood and supporting all those who rely on the lifesaving power of blood. #GiveLife #NationalBloodDonorMonth
4. It's National Blood Donor Month, and we want to honor all the selfless individuals who have donated their blood to save lives. Thank you for making a difference and being a hero in someone's life. #NBDM #DonateBlood
5. Spread the word! January is National Blood Donor Month, and we are celebrating the amazing impact blood donors have on our communities. Join us in raising awareness and encouraging others to donate blood. #NBDM #GiveBlood
6. Only 3% of the U.S. population donates blood, but their impact is immeasurable. Join this incredible group of donors and help save lives during National Blood Donor Month. #JoinTheCause #NationalBloodDonorMonth
7. Did you know that a single blood donation can help two or more patients in need? Your contribution can make a significant difference in someone's life. Donate blood this National Blood Donor Month and be a lifeline for those in need. #GiveLife #DonateBlood #NBDM
8. "I am a proud blood donor." Join me in celebrating National Blood Donor Month and the power we have to make a difference in our communities. Together, let's save lives and inspire others to become donors. #ProudDonor #NationalBloodDonorMonth

## DANIEL DONOR

Has donated for years, but his commitment was strengthened watching his nephew battle cancer.



# Draft social media copy to promote this month

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## General Facebook Content:

1. January is National Blood Donor Month, a time to recognize and appreciate the dedicated blood donors who selflessly give a part of themselves to save lives. Share your stories and experiences with us as we celebrate these incredible heroes. #NationalBloodDonorMonth #HeroesAmongUs
2. Every two seconds, someone in America needs a blood transfusion. This National Blood Donor Month, let's come together and support all those who rely on blood transfusions by generously giving and spreading awareness about the vital need for donors. #DonateBlood #GiveHope
3. Join us in celebrating National Blood Donor Month and let's raise awareness about the life-saving impact of blood donation. Together, we can make a difference and ensure that we have a blood supply that's as diverse as the nation that depends on it. #GiveLife #NationalBloodDonorMonth
4. This January, we are honoring the compassionate individuals who have rolled up their sleeves and donated blood to give the gift of life. Let's applaud these everyday heroes and encourage others to join the cause. #BeAHero #DonateBlood
5. It's National Blood Donor Month, and we want to give a big thank you to all the blood donors who have made a positive impact on countless lives. Take a moment to thank a blood donor and let them know how much their contribution means. #ThankYou #NationalBloodDonorMonth
6. Thank you to the nearly seven million donors who give blood each year. Your generosity provides hope and healing to those in need. Let's honor these unsung heroes during National Blood Donor Month and express our gratitude for their life-saving contributions. #Grateful #NationalBloodDonorMonth
7. Help build a blood supply that's as diverse as the nation that depends on it. During National Blood Donor Month, let's unite in supporting America's blood donors and ensuring that everyone in need has access to the lifesaving gift of blood. Together, we can all make a difference. #DiverseBloodSupply #GiveBlood #NationalBloodDonorMonth



## SAMUEL RECIPIENT

Has received multiple blood transfusions in his fight against lymphoma.



# Draft social media copy to promote this month

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### Donor/Recipient X Content:

Meet Daniel, a blood donor. With a personal connection to cancer, he knows the importance of saving lives. Inspired by his generosity, let's join him in giving back! #DonateBlood #SaveLives #NBDM

Meet Camille, who has a rare blood disorder. Every 4 weeks, she relies on blood transfusions to gain the energy she needs for everyday activities. Together, let's support Camille and others like her by regularly donating blood! #DonateBlood #SaveLives #NBDM

Blood transfusions saved Daniel's life during surgeries and a heart transplant. His mom, Dulce, realized the invaluable contribution of blood donors. It's a selfless act that brings hope and a chance at life. #DonateBlood #SaveLives #NBDM

Samuel is a lymphoma survivor who received life-saving blood transfusions. Now, he's writing an inspiring book to spread hope and gratitude. "I owe my life to those blood donors," he says. #NBDM #DonateBlood

Ilma's rare immune deficiency necessitates lifelong plasma transfusions to help her fight infections. Without them, she wouldn't be with us today. #BloodDonationsSaveLives #NBDM

Logan, a young swimmer, fought leukemia and required blood transfusions and a bone marrow transplant. His brother Nicholas was a match, but many still need help. Become a donor and help save lives! #NationalBloodDonorMonth

Nabil believes in the power of giving back. He finds joy in helping others, and donating blood is his way of gifting the precious gift of life. Join him: become a blood donor and help save lives! #WhyIDonate #NBDM

Meet Grace, a true warrior who battled leukemia with strength and courage. Thanks to life-giving blood donors, she's now in remission and thriving. #BloodDonationSavesLives #NBDM

After recovering from COVID-19, Catherine felt compelled to help others by donating convalescent plasma. She emphasizes the ease of the process, and the support provided every step of the way. #DonateBlood #SaveLives #WhyIDonate #NBDM

For 2 years, Yvonne selflessly dedicates 500+ hours to delivering life-saving blood products to hospitals. Her personal experiences and loss of her niece propel her to make a difference. She's an inspiration! #BloodDonation #WhyIDonate #NBDM

## CATHERINE DONOR

Has given blood following  
donation's impact in her  
patients' lives.



# Draft social media copy to promote this month

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## Donor/Recipient Facebook Content:

1. Meet Daniel, a compassionate blood donor who understands the impact of cancer on individuals and families. Having witnessed the importance of saving lives firsthand, he continues to inspire us all. Let's join Daniel in his mission to give back and make a difference! Together, we can help spread hope and save lives through the selfless act of blood donation. Join the cause today! #DonateBlood #SaveLives #NBDM
2. Meet Camille, a brave fighter who battles a rare blood disorder every day. Every four weeks, Camille relies on the generosity of blood donors to receive life-saving transfusions, boosting her energy and giving her the strength to conquer everyday activities. Together, let's stand with Camille and others facing similar challenges by becoming regular blood donors. Your donation can provide a lifeline for individuals like Camille. Join us in making a difference! #DonateBlood #SaveLives #NBDM
3. Blood transfusions are not only life-saving but also life-changing. Just ask Daniel, whose life was saved not once, but multiple times, through blood transfusions during surgeries and a heart transplant. Witnessing the invaluable contribution of blood donors, Daniel's mother, Dulce, deeply understands the transformative power of these selfless acts. Each donation brings hope and provides someone with the chance at a new life. Join them and become a blood donor today to make a lasting impact! #DonateBlood #SaveLives #NBDM
4. Samuel, a courageous survivor of lymphoma, owes his life to the selflessness of blood donors. Their life-saving transfusions played a crucial role in his recovery. Now, Samuel is on a mission to spread hope and gratitude by writing an inspiring book, sharing his journey and the incredible impact of blood donation. Let's stand with Samuel and honor the generous individuals who make a difference every day. Together, we can inspire and save lives! #NBDM #DonateBlood
5. Ilma's story is a testament to the life-saving power of blood donations. As a person with a rare immune deficiency, she relies on lifelong plasma transfusions to fight off infections and maintain her health. Without these vital donations, Ilma wouldn't be here today. Your blood donation can make a world of difference and give someone like Ilma hope for a brighter tomorrow. Help save lives through blood donation. #BloodDonationsSaveLives #NBDM

## DANNY RECIPIENT

Has need transfusions  
following several surgeries  
and a heart transplant.



# Draft social media copy to promote this month

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## Donor/Recipient Facebook Content:

6. Logan, a young swimmer who battled leukemia with unwavering determination, knows firsthand the crucial role that blood transfusions and bone marrow transplants play in the fight against cancer. Though his brother Nicholas was a match, countless others continue to seek the help they desperately need. Your decision to become a blood donor can be a lifeline for those awaiting transplants and a ray of hope for individuals like Logan. Together, let's donate blood and make a real impact and save lives! #NationalBloodDonorMonth

7. Meet Nabil, a firm believer in the power of giving back and bringing joy to others. For Nabil, donating blood is not just a noble act but also a way to gift the precious and irreplaceable gift of life. He takes pride in being a blood donor and invites you to join him in making a difference. Together, we can save lives and spread the message of kindness and generosity. Join Nabil and the countless other donors who selflessly give to help those in need. #WhyIDonate #NBDM

8. Grace, a true warrior who exhibited extraordinary strength and courage throughout her battle with leukemia, is a living testament to the life-giving power of blood donations. Thanks to the support of generous blood donors like you, Grace is now in full remission and thriving. Your blood donation can be a lifeline for individuals fighting life-threatening illnesses, just like Grace. Stand with us and continue to make a difference by saving lives through blood donation. #BloodDonationSavesLives #NBDM

9. Meet Catherine, an occupational therapist who felt an overwhelming urge to harness the power of blood donation after seeing its impact on her patients. Donating convalescent plasma became her calling. Catherine emphasizes the ease and support provided every step of the way, ensuring that the process is smooth and empowering. Join Catherine in making a profound impact by donating blood or plasma. By doing so, you can be a ray of hope for individuals battling illness and be part of the story of triumph over adversity. #DonateBlood #SaveLives #WhyIDonate #NBDM

10. Yvonne, an extraordinary individual, selflessly dedicates over 500 hours of her time to delivering life-saving blood products to hospitals. Driven by personal experiences and the loss of her beloved niece, Yvonne is determined to make a difference. Her unwavering commitment and dedication inspire us all. She is a shining example of the difference one person can make to countless lives. Join Yvonne, become a blood donor, and let your contribution be a beacon of hope for those in need. #BloodDonation #WhyIDonate #NBDM

## GRACE RECIPIENT

Has needed multiple blood transfusions in her fight against cancer.



# Draft editorial to promote this month

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## Draft Editorial: January is National Blood Donor Month

Did you know that every two seconds in America, someone urgently needs blood? This need extends beyond unexpected emergencies like car crashes, encompassing a wide range of medical treatments such as cancer therapies, cardiovascular and orthopedic surgeries, and organ and bone marrow transplants.

Only three percent of eligible Americans currently donate blood, despite 65 percent of the population being eligible to do so. Additionally, less than 20 percent of blood donations come from individuals in communities of color, and donations from individuals aged 19-24 have declined by nearly 32 percent from 2019 to 2021. This drop is largely attributed to the restrictions imposed on blood drives at school campuses during the peak of the COVID-19 pandemic.

Given the current state of blood donations, there is an urgent need for younger, more diverse donors. National Blood Donor Month, celebrated every January, provides an opportunity to raise awareness about the importance of blood donation and to honor those who have already made a life-saving contribution.

The inaugural National Blood Donor Month was proclaimed by President Richard Nixon and held in January 1970, with the aim of acknowledging voluntary blood donors and encouraging more individuals to donate for the first time. Despite the changes that have occurred in the last five decades, the demand for blood remains constant, as does the selflessness of those who answer the call to give.

We express our heartfelt gratitude to all those who regularly donate blood and encourage all those eligible to join them. Such ongoing generosity not only saves lives today but also extends hope for a brighter tomorrow for countless individuals in need.

## YVONNE VOLUNTEER

Has given more than 500 hours of her time and attention to delivering blood products to local hospitals.



# Draft letters to the editor to promote this month

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### Letter One:

As an avid blood donor, I consider myself a "milestone donor," having contributed over XX gallons of life-saving blood. However, the act of giving has enriched my life in ways that surpass any volume of blood given. The need for blood is a stark reality. Every two seconds, someone's life depends on a blood transfusion. Beyond trauma cases, individuals with cancer, sickle cell disease, and those undergoing childbirth rely on these crucial transfusions. Shockingly, only 3 percent of Americans donate blood yearly, as reported by America's Blood Centers. These centers, responsible for collecting 60 percent of our nation's blood supply, cannot meet the demand alone. In recognition of National Blood Donor Month, I express gratitude to all selfless contributors. I urge eligible donors to join me in saving lives through blood donation. Together, we can make a tremendous difference in countless individuals' lives.

### Letter Two:

Cancer patients are the largest group in need of blood transfusions in America, accounting for a staggering 25 percent of the nation's blood supply, according to America's Blood Centers. As National Blood Donor Month approaches, I want to express my heartfelt gratitude to the approximately three percent of the population who selflessly donate blood each year. Their generosity directly impacts and saves lives, like mine. The precious time I've spent with my loved ones during treatment would not have been possible without these anonymous individuals. With profound appreciation, I urge everyone reading this to reach out to their local blood center and make a generous donation. The impact of your contribution cannot be underestimated, as you never know whose life you might be saving with your compassionate act. Please join me in supporting this vital cause.

### Letter Three:

As one of the 100,000 individuals in America living with Sickle Cell disease, I understand the challenges of this hereditary blood disorder. Regular blood transfusions are vital for alleviating the symptoms, but finding compatible donors is a complex process that goes beyond blood types. It is crucial to find donors with similar ethnic backgrounds. During National Blood Donor Month, I express gratitude to the 3% of the population who selflessly donate blood. Your gift provides hope and relief for individuals like me facing Sickle Cell disease and similar illnesses. Shockingly, less than 20% of donations come from communities of color, according to America's Blood Centers. This highlights the urgent need for increased diversity in blood donations. Community blood centers, which account for 60% of the nation's blood supply, play a critical role. I urge our community to seize the opportunity during National Blood Donor Month and donate at a nearby center. Countless lives depend on your generosity and compassion.

## LOGAN RECIPIENT

Has needed multiple blood transfusions and a bone marrow transplant in his fight against leukemia.



# Draft newsletter content to **promote this month**

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## General Newsletter: January is National Blood Donor Month

Did you know that every two seconds in America, someone urgently needs blood? This need extends beyond unexpected emergencies like car crashes, encompassing a wide range of medical treatments such as cancer therapies, cardiovascular and orthopedic surgeries, and organ and bone marrow transplants.

Only three percent of eligible Americans currently donate blood, despite 65 percent of the population being eligible to do so. Additionally, less than 20 percent of blood donations come from individuals in communities of color, and donations from individuals aged 19-24 have declined by nearly 32 percent from 2019 to 2021. This drop is largely attributed to the restrictions imposed on blood drives at school campuses during the peak of the COVID-19 pandemic.

Given the current state of blood donations, there is an urgent need for younger, more diverse donors. National Blood Donor Month, celebrated every January, provides an opportunity to raise awareness about the importance of blood donation and to honor those who have already made a life-saving contribution.

The inaugural National Blood Donor Month was proclaimed by President Richard Nixon and held in January 1970, with the aim of acknowledging voluntary blood donors and encouraging more individuals to donate for the first time. Despite the changes that have occurred in the last five decades, the demand for blood remains constant, as does the selflessness of those who answer the call to give.

We express our heartfelt gratitude to all those who regularly donate blood and encourage all those eligible to join them. Such ongoing generosity not only saves lives today but also extends hope for a brighter tomorrow for countless individuals in need.

## NABIL DONOR

Has participated in blood drives hosted at his precinct facilities and at his mosque.



# Draft newsletter content to promote this month

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## Medical Professionals Newsletter: January is National Blood Donor Month

Every January, we celebrate National Blood Donor Month, a time to honor the selflessness of blood donors and raise awareness about the critical need for blood donations. In the United States, nearly 7 million people selflessly give blood every year, serving as a lifeline for countless individuals in need.

One in seven patients entering a hospital requires the availability of blood for various medical reasons. This includes trauma victims, patients battling sickle cell disease or Thalassemia, as well as those who require organ or bone marrow transplants. Additionally, a staggering 25 percent of all blood donations are used for cancer patients, and blood transfusions are essential in one out of every 83 newborn deliveries in America today.

The need for blood is urgent and constant. Every two seconds, someone in our country requires blood, and on any given day, an average of 42,000 blood components are used by patients. That amounts to more than 15 million red blood cells, platelets, and plasma transfused last year alone. Despite this high demand, only three percent of all Americans choose to donate blood. To compound the issue, there has been a significant 32 percent decrease in blood donations from individuals aged 19-24 from 2019 to 2021. This decline can largely be attributed to the restrictions imposed on blood drives during the COVID-19 pandemic, particularly on school campuses.

It is crucial to address this shortage by not only increasing short-term blood donations but also cultivating a younger and more diverse donor pool for long-term sustainability.

As medical professionals, we recognize and emphasize the importance of ensuring a sufficient blood supply when it is needed most. We are immensely grateful to all the blood donors who play a vital role in saving lives with their generous contributions.

Join us in commemorating National Blood Donor Month. We express our deep gratitude to America's voluntary blood donors while encouraging more people to make this lifesaving difference to give. Together, we can ensure that blood remains readily available for every patient who relies on it.



ADRP, the Association for Blood Donor Professionals, supports more than 1,000 members worldwide as we seek to expand blood donation globally. We seek to empower blood donor professionals by providing a forum for creativity, innovation, collaboration, and development as they make blood donation a priority in communities around the world.

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