The American Red Cross asks eligible donors to choose their day to give blood during its summer awareness campaign, officially sponsored by Suburban Propane. Below are key messages that you can relay to your donors while scheduling appointments.

**KEY MESSAGES**

* The Red Cross is urging blood donors with all blood types to give now.
* Hospital patients don’t get a summer holiday or vacation from needing blood. They are counting on donors like you.
* With many donors vacationing and schools that host blood drives on break, July is an especially difficult time to collect enough blood donations to meet the needs of patients.
* Can we count on you to schedule an appointment to give?
* **[FOR DRIVES WITH DOUBLE RED CELL DONATIONS ONLY] Eligible donors with  
  types O, B negative or A negative blood are encouraged to give double red cells.**
  + During a double red cell donation, two units of red blood cells are collected while most of the plasma and platelets are returned to the donor.
  + As the universal blood type, type O negative is what emergency personnel reach for in trauma situations when there isn’t time to determine a patient’s blood type.
  + Type O positive is the most common blood type and can be transfused to Rh-positive patients of any blood type.
  + Types A and B negative can be transfused to Rh-positive or negative patients.
* [FOR DRIVES JULY 1-5 ONLY] Those who come out to give July 1-5 will receive a limited-edition Red Cross lunch cooler, while supplies last.
* Save time by using RapidPass to complete your pre-donation reading and health history online before you come to your appointment. Learn more at [redcrossblood.org/RapidPass](http://www.redcrossblood.org/RapidPass).
* For detailed donor eligibility questions, please call 1-800-RED CROSS (1-800-733-2767) or visit [redcrossblood.org](http://www.redcrossblood.org/donating-blood/eligibility-requirements).

**YOU CAN HELP!**

* Challenge your blood drive recruitment committee to recruit two more donors – above what is expected – to help prevent a summer decline in blood donations.
* Post one of the messages below to social media and ask your committee members and donors to share:
  + *Help save lives w/ #RedCross. Give blood on <date> from <time> to <time> at <location>: redcrossblood.org*
  + *Help ensure blood is available for patients in need this summer by giving blood through the American Red Cross. Join us on <date> from <time> to <time> at <location> by downloading the Blood Donor App (*[*3cu.be/blood*](http://3cu.be/blood)*), visiting* [*redcrossblood.org*](http://www.redcrossblood.org) *or calling 1-800-RED CROSS.*
* Send appointment reminders to your scheduled donors. If donors cannot keep their appointments, encourage them to download the Red Cross Blood Donor App, visit [redcrossblood.org](http://www.redcrossblood.org) or call 1-800-RED CROSS to find another donation opportunity.