

# Monthly Digital Toolkit

## JANUARY & FEBRUARY 2026



Thank you for giving the  
gift of hope!



This #NationalBloodDonorMonth, we salute America's 7 million annual blood donors – the unsung heroes who save lives every day. Your generosity & compassion make a world of difference.

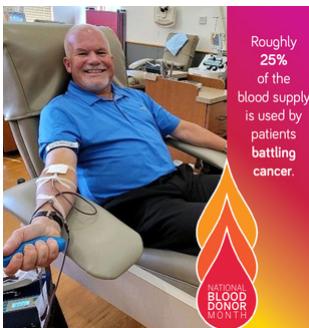
BLOOD DRIVE LINK

[Jan Image 1](#)



Did you know? Blood can't be manufactured—it can only come from donors like YOU! Celebrate National Blood Donor Month by rolling up your sleeve today: [BLOOD DRIVE LINK](#)

[Jan Image 2](#)



January is the perfect time to give back. Start the year with a lifesaving act: donate blood. Your community is counting on you!

BLOOD DRIVE LINK

[Jan Image 3](#)



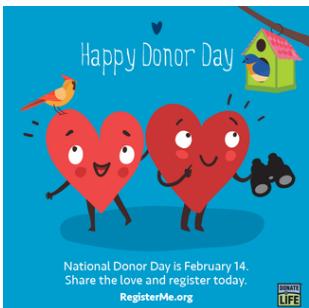
January is National Blood Donor Month! Start the year by saving lives. Donate blood today and make a real difference in your community. Every drop counts.

BLOOD DRIVE LINK

[Jan Image 4](#)

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You have the power to save lives. On National Donor Day, register as an organ donor and encourage your friends and family to do the same. #DonateLife

[Feb Image 1](#)



This National Heart Month, a little love for others can make a lifesaving difference.

BLOOD DRIVE LINK

[Feb Image 2](#)



One decision to give can spark a ripple effect of hope and healing. Your single act of kindness has the potential to change lives forever.

BLOOD DRIVE LINK

[Feb Image 3](#)



February is all about sharing love, and there's no better way to show you care than by donating blood. Every donation brings hope and life to someone in need.

BLOOD DRIVE LINK

[Feb Image 4](#)

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### E-MAIL COPY:

SUBJECT LINE: Start the New Year with a blood donation

Start the New Year with a resolution that truly matters. This National Blood Donor Month, take a moment to give hope, save lives and make a lasting impact on families in your community. Let's make 2026 unforgettable – one donation at a time.

Resolve to save lives at the blood drive below.

[Drive Information]

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### E-MAIL COPY:

SUBJECT LINE: Your blood helps EMS crews save lives

Fire Captain Bryan Shaw has seen it all, from car crashes to gunshots. Now that his EMS crew has access to blood, "We've seen an improvement in hemorrhagic shock right in front of us. The fact that we were able to stop and reverse that spiral is amazing."

Be the helper EMS teams turn to. Be the hero a patient needs. Donate at the blood drive below.

[Drive Information]

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### E-MAIL COPY:

SUBJECT LINE: Give blood & hope in National Blood Donor Month

Did you know? Blood donors like you give 42,000+ units of blood components daily. Hurray for these 7 million annual blood donors, lifesavers and difference-makers in the U.S.! Keep hope alive; donate blood this National Blood Donor Month & beyond!

[Drive Information]

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### TALKING POINTS

- Start the New Year with a resolution that truly matters. This National Blood Donor Month, take a moment to give hope, save lives & make a lasting impact on families in your community. Let's make 2026 unforgettable – one donation at a time.
- Every 2 seconds, someone in the U.S. needs blood. With over 42,000 units of blood components given daily, let's celebrate the 7 million annual blood donors who always come through. Happy #NationalBloodDonorMonth to you, the true heroes!
- Martin Luther King Jr. showed us the power of unity, compassion & action. This MLK Day, honor his legacy by giving blood – a simple act that brings hope & healing to our community & carries out his mission of love & service. Can you change the world on Giving Tuesday? Yes, you can! Giving blood is a beautiful act of care, kindness and love that connects you to something larger than yourself. Give blood today for a better tomorrow.
- Cold weather can freeze more than just roads, it can halt lifesaving blood donations, too. Help us stay ahead of winter storms by donating early & ensuring hospitals have what they need. Your generosity warms hearts & saves lives. Give blood today.
- During February, ask donors to schedule an appointment with a loved one. Together they can create a shared act of kindness!
- National Donor Day, February 14, is a time to focus on all types of donation – organ, eye, tissue, blood, platelets and marrow. It is also a day to appreciate donors and loved ones who have given the gift of life, have received a donation, are currently waiting or did not receive an organ in time.