

# DIGITAL TOOLKIT

JULY & AUGUST 2026



As we celebrate Independence Day, it's a great time to come together and care for one another. Donating blood is a simple way to make a big impact for patients in need. [BLOOD DRIVE LINK](#)

[July Image 1](#)



For many families facing childhood cancer, every hug means everything. You can help give more moments like this. Blood donations are often a critical part of cancer treatment for kids. Schedule your appointment today! [BLOOD DRIVE LINK](#)

[July Image 2](#)



When the temperature goes up, the blood supply tends to go down. Schools are closed, families are on vacation, but local patients are still in need. Blood on the shelves TODAY saves lives TOMORROW. Donate blood: [BLOOD DRIVE LINK](#)

[July Image 3](#)



Packing for vacation? Don't forget one more thing, saving lives! Before you hit the road, take a moment to donate blood and help patients in need this summer. [BLOOD DRIVE LINK](#)

[July Image 4](#)



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Blood saves lives and the right match matters. During National Minority Donor Awareness Month, we're highlighting the need for a more diverse blood supply. Patients with conditions like sickle cell disease depend on closely matched donors. Be part of the difference. Donate blood and help ensure every patient gets the care they need. [BLOOD DRIVE LINK](#)

[August Image 1](#)



Celebrating the strength of women today and every day. Access to safe blood is essential for mothers during childbirth and your donation helps make that possible. Give blood. [BLOOD DRIVE LINK](#)

[August Image 2](#)



A single car accident can require up to 100 units of blood. That's why every donation matters. Give blood and help ensure lifesaving care is available when it's needed most. Donate blood today. [BLOOD DRIVE LINK](#)

[August Image 3](#)



Did you know shortages are most common during summer and winter holidays? Make time to give back this summer. Donate blood. [BLOOD DRIVE LINK](#)

[August Image 4](#)



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E-MAIL COPY:

SUBJECT LINE: Spark Hope This Independence Day

Trade a sparkler for something even more powerful—saving lives. Donate blood this Independence Day and help your neighbors create more moments that matter. Join us at the drive below.

[Drive Information]

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E-MAIL COPY:

SUBJECT LINE: Start Summer by Creating More Moments

Summer is a time for new memories, longer days, and meaningful moments. It's also a time when the need for blood donations remains strong.

Start your summer on a positive note by giving back to your community. A simple blood donation can help patients get the care they need and create more moments for families to share.

We invite you to join us at the blood drive below:

[Drive Information]

Schedule your appointment today and make a difference this summer.

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E-MAIL COPY:

SUBJECT LINE: A Simple Way to Give Back

Between vacations, sunshine, and time with friends, summer is full of good moments. Adding one more is easy—donate blood.

It's a small act that makes a big impact for patients in need. Join us at the blood drive below:

[Drive Information]



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## TALKING POINTS

- **Summer Need:** Did you know blood shortages are most common during the summer and winter holidays? With busy schedules and vacations, fewer people donate—yet patient needs remain constant. Take just one hour this summer to donate blood, help prevent shortages, and make a lifesaving impact.
- **Independence Day:** Blood donations often decline around the Fourth of July due to travel and holiday plans, but the need for blood never takes a holiday. Patients rely on lifesaving transfusions every day. By donating, you help ensure hospitals are prepared for emergencies. This Independence Day, celebrate by giving back and donate blood and help save lives.
- **National Minority Donor Awareness Month:** National Minority Donor Awareness Month highlights the critical need for diverse blood donors. Patients with conditions like sickle cell disease often require closely matched blood, which is more likely to come from donors of similar racial or ethnic backgrounds. Increasing diversity in the donor pool helps ensure all patients receive the best possible care.
- **Women's Equity Day:** Women play a vital role in giving and sustaining life, and that impact extends to blood donation. In fact, 1 in 83 deliveries requires a blood transfusion, making access to blood essential for safe deliveries. Donating blood helps ensure that mothers have the care they need during childbirth and beyond. This Women's Equality Day, honor the strength of women by supporting lifesaving blood donations for patients everywhere.

