

Monthly Digital Toolkit

MARCH & APRIL 2026



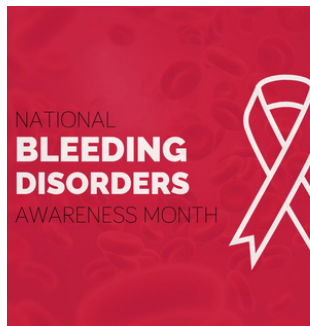
Good vibes, save lives! Helping others feel good truly does feel good. Be a part of something meaning at the upcoming blood drive: [BLOOD DRIVE LINK](#)

[March Image 1](#)



Did you know? The easiest way to discover your blood type is donating blood. Roll up your sleeve today: [BLOOD DRIVE LINK](#)

[March Image 2](#)



During Bleeding Disorders Awareness Month, we shine a light on inherited blood and bleeding disorders like hemophilia and von Willebrand disease. Every blood donation helps support patients who rely on lifesaving care. ❤️

👉 [BLOOD DRIVE LINK](#)

[March Image 3](#)

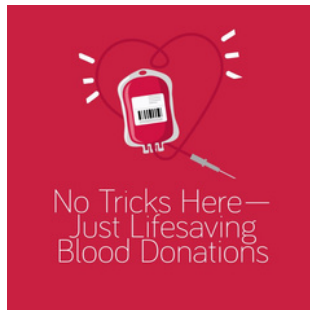


Did you know every 2 seconds, someone in the U.S. needs blood? Because of you, patients get the help they need, and that's no small thing. Sign up to donate: [BLOOD DRIVE LINK](#)

[March Image 4](#)

Monthly Digital Toolkit

JANUARY & FEBRUARY 2026



No tricks here—just lifesaving blood donations. This April Fools' Day, give blood and be the real hero.

BLOOD DRIVE LINK

[April Image 1](#)



April is Donate Life Month. In addition to donating blood, did you know you can register to donate your organs, tissues, and eyes?

BLOOD DRIVE LINK

[April Image 2](#)



This Earth Day, care for the planet and each other. Donate blood and help save lives—every drop matters.

BLOOD DRIVE LINK

[April Image 3](#)



Superhero Day is Apr. 28 – but every day is superhero day when you're a lifesaving super donor! Share your superpower!

BLOOD DRIVE LINK

[April Image 4](#)

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E-MAIL COPY:

SUBJECT LINE: March is Bleeding Disorders Awareness Month

March is Bleeding Disorders Awareness Month, a time to raise awareness of inherited blood and bleeding disorders such as hemophilia, von Willebrand disease, rare factor disorders, and more.

When you donate blood, you help ensure lifesaving treatments are available for patients living with bleeding disorders — empowering our mission and supporting patients when they need it most.

Make an impact this March by donating at the blood drive below.
[Drive Information]

Thank you for helping provide hope and care to patients in our community.

E-MAIL COPY:

SUBJECT LINE: Our favorite superhero is...YOU

Superhero Day is April 28, but when you donate blood, every day is a chance to be a hero. No cape required. Your donation can help save lives right here in our community.

Be someone's superhero — join us at the blood drive below and make a lifesaving impact.
[Drive Information]

Thank you for being the hero patients are counting on.

E-MAIL COPY:

SUBJECT LINE: Good Vibes. Big Impact. Save Lives

When you donate blood, you're doing more than giving a unit of blood. You're giving hope, healing, and a second chance to patients in need. Helping others feel good truly does feel good.

Bring the good energy, make a difference, and be part of something meaningful at the blood drive below.

[Drive Information]



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TALKING POINTS

- Women's History Month: March is Women's History Month, a time to applaud the inspiring women who make history every day at Versiti Blood Research Institute. When you donate blood, you not only save lives, but you also honor the research of Lynn Malec, MD, MSc; Magdalena Chrzanowska, PhD, FAHA; Tongjun Gu, PhD; and other trailblazers whose work is saving lives.
- This time of year, people are ready to get out and do something meaningful after being cooped up all winter. Donating blood is a great way to create good vibes and save lives. It feels good to help others, and patients right here in our community are counting on you this month.
- On April 1, skip the jokes and do something meaningful. Sign up to donate blood and be a hero for patients counting on you.
- April is Donate Life Month. In addition to donating blood, did you know you can register to donate your organs, tissues and even your eyes? Many transplant recipients need blood transfusions too.
- Celebrate Earth Day (April 22, 2026) by giving back in a powerful way. Donating blood helps save lives and shows care for our planet and our community.
- Every 2 seconds someone in the U.S. needs blood. And did you know if just 1% more Americans donate blood, shortages would be alleviated.