

# DIGITAL TOOLKIT

MAY & JUNE 2026



The Force is strong with our donors! Be a lifesaver this May the 4th—roll up your sleeve and give blood. Schedule your appointment today [BLOOD DRIVE LINK](#)

[May Image 1](#)



Celebrating Cinco de Mayo with purpose! Did you know that 57% of Hispanic blood donors have type O—the blood type most in demand? Your donation can make a powerful difference. Join us—give blood and help save lives [BLOOD DRIVE LINK](#)

[May Image 2](#)



Blood transfusions are needed in 1 out of every 83 deliveries. For the mother or baby who receives this gift, it's everything. Give blood and help a family begin: [BLOOD DRIVE LINK](#)

[May Image 3](#)



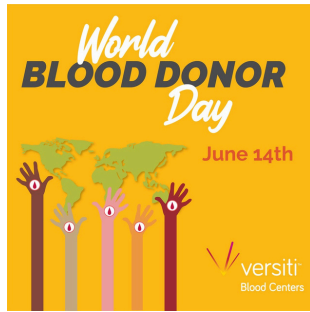
One blood donation can save up to 3 lives! Every donation creates a ripple of hope. Make a lifesaving difference today—schedule your appointment: [BLOOD DRIVE LINK](#)

[May Image 4](#)



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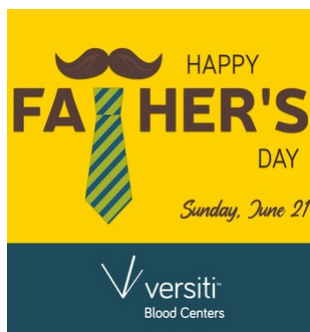
June 14 is World Blood Donor Day! A day to recognize the lifesaving impact of blood donation and celebrate the heroes who give selflessly. To our amazing donors—thank you for showing up for local patients in need. You make all the difference. [BLOOD DRIVE LINK](#)

[June Image 1](#)



June 19 is World Sickle Cell Awareness Day. Sickle cell disease causes red blood cells to become misshapen like a "sickle," break down early, and block blood flow—leading to serious health challenges. Blood donations play a critical role in treatment. Help make a difference [BLOOD DRIVE LINK](#)

[June Image 2](#)



Happy #FathersDay to all the dads who have donated blood, received blood, or simply show up every day as the best dads ever. [BLOOD DRIVE LINK](#)

[June Image 3](#)



June 21 marks the Summer Solstice. The official kickoff of summer, the longest day of the year, and a celebration of light, energy, and growth. Celebrate by donating blood and spreading hope. [BLOOD DRIVE LINK](#)

[June Image 4](#)



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E-MAIL COPY:

SUBJECT LINE: Hope grows in May

Spring is the season of hope. But for hospital patients waiting on blood, hope cannot wait. Help hope grow in emergency rooms, hospital beds and in a caregiver's grateful smile. Give blood at the drive below.

May brings hope into bloom. Help hope grow in urgent moments, in the steady hands of caregivers, and in the quiet relief of a family hearing good news. Give blood at the drive below.

[Drive Information]

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E-MAIL COPY:

SUBJECT LINE: Give families more MOMents to cherish

More time. More firsts. More moments together. Give blood this Mother's Day and help make those moments possible.

Make an impact this June by donating at the blood drive below.

[Drive Information]

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E-MAIL COPY:

SUBJECT LINE: Celebrate World Blood Donor Day, save a life!

World Blood Donor Day is the perfect time to help save a life. From [STATE] to communities around the world, blood donors like you make a meaningful difference every day.

Because of generous donors, patients receive the care they need when it matters most, and for that, we are incredibly grateful.

Join us in celebrating by scheduling your next donation:

[Drive Information]

Thank you for being part of something life-changing.



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## TALKING POINTS

- Spring: Spring is the season of hope. But for hospital patients waiting on blood, hope cannot wait. Help hope grow in emergency rooms, hospital beds and in a caregiver's grateful smile. Donate blood and make a difference today.
- Memorial Day: On Memorial Day, we honor the brave men and women who gave everything in service to others. One way to carry that legacy forward is by showing up for those who need care today. Giving blood helps patients heal and recover right here in our community.
- Mother's Day: Did you know? Blood transfusions are needed in 1 out of every 83 deliveries. When you give, you're helping mothers and babies when it matters most. For every mom who's still needed at home, at bedtime, at the next milestone — give blood and help keep families together.
- World Blood Donor Day: Give blood, give hope, together we save lives! Blood donors have a positive impact on the health and wellbeing of patients. Blood donation promotes the values of solidarity, compassion, and community.
- World Sickle Cell Day: In the United States, Sickle Cell Disease...
  - Affects approximately 100,000 Americans
  - Occurs among about 1 out of every 365 Black or African-American births
  - Occurs among about 1 out of every 16,300 Hispanic-American births
- Some patients with Sickle Cell can require frequent blood transfusions and hospital stays as part of their treatment.
- Father's Day: Did you know? Blood type is passed genetically from your mother and father, just like eye color and other inherited traits.

