

Monthly Digital Toolkit

OCTOBER 2025



Avoid a real scare this Halloween – donate blood. #SpookySZN

[Oct Image 1](#)



Don't ghost us this Halloween season —book your blood donation appointment today and save lives.

One donation can help save up to three lives! #donateblood

[Oct Image 2](#)



🎃 No tricks here, just the treat of knowing your blood donation could save lives.

Give a little fright and a whole lot of hope this October.

BLOOD DRIVE LINK

[Oct Image 3](#)



Did you know that October is #BreastCancerAwarenessMonth. Some patients with breast cancer need blood transfusions to recover from chemotherapy, while others need transfusions to replace blood lost during surgery. Give blood this month to help these brave fighters.

[Oct Image 4](#)

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E-MAIL COPY:

SUBJECT LINE: Keep the horror in the movies, not in our hospitals

This Halloween season, the thing that keeps us up at night isn't a horror film, haunted house or ghost story – it's a blood shortage. Running out of blood is the stuff that nightmares are made of.

Avoid a real scare this Halloween – donate at the blood drive below.

[Drive Information]

E-MAIL COPY:

SUBJECT LINE: Brave breast cancer fighters are counting on you

Some patients with breast cancer need blood transfusions to recover from chemotherapy, while others need transfusions to replace blood lost during surgery. Donate at the blood drive below to help these brave fighters.

[Drive Information]

TALKING POINTS

- In Hispanic Heritage Month, we continue to celebrate the contributions of our Hispanic communities. Join our celebration by donating blood! Nearly 60% of Hispanics have type O blood, which is always in demand among patients of all blood types.
- October is Pregnancy & Infant Loss Awareness Month. Many mothers who lose a child need blood transfusions to survive. This month, we remember these grieving families & reflect upon the precious gift of blood. Give the gift of blood for local families in crisis.
- A stroke is a scary experience. To protect yourself & your loved ones, know the stroke warning signs (“F.A.S.T.”) and donate blood, since blood transfusions are a crucial part of treatment for many #stroke patients.

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OCTOBER & NOVEMBER 2025



September is Sickle Cell Awareness Month – a time to raise awareness of this debilitating disease, to advocate for these brave fighters, and to donate the blood they so desperately need to relieve their pain and feel healthy. [BLOOD DRIVE LINK](#)

[Nov Image 1](#)



This November, we're especially thankful for YOU — our incredible blood donors. Because of your generosity, patients in our community have a second chance, families get more time together, and lives are saved every single day.  You give more than blood, you give hope, healing, and heart.

[Nov Image 2](#)



In Hispanic Heritage Month, we celebrate the cultures and contributions of our Hispanic communities. Join our celebration by donating blood! Nearly 60% of Hispanics have type O blood, which is always in demand among patients of all blood types. [BLOOD DRIVE LINK](#)

[Nov Image 3](#)



School's back in session – and so are school blood drives, which provide us with over 20% of our blood supply! Wow! We're 100% thankful for our donating and hosting students, teachers and staff. A+ work all around! Pop quiz: Will you donate here? [BLOOD DRIVE LINK](#)

[Nov Image 4](#)