

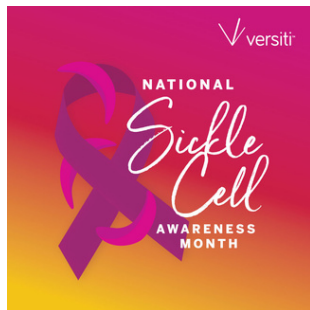
DIGITAL TOOLKIT

SEPTEMBER & OCTOBER 2026



September is Childhood Cancer Awareness Month. Many children receiving cancer treatment rely on blood and platelet transfusions throughout their care. Help support our bravest local patients by scheduling your donation today. One appointment can make a life-changing difference. [BLOOD DRIVE LINK](#)

[September Image 1](#)



A single blood donation can help patients battling sickle cell disease receive the ongoing transfusions they need. This September, help provide hope and healing by donating blood at our upcoming drive. [BLOOD DRIVE LINK](#)

[September Image 2](#)



Huddle up, roll up your sleeve, and rush into donate! Every donor helps move us closer to ensuring patients have the blood they need when every second counts. Join our team and donate today! [BLOOD DRIVE LINK](#)

[September Image 3](#)



Patients rely on generous donors every day, in every season. Help make sure lifesaving blood is available by joining us at our upcoming blood drive. Because while the seasons change, the need for blood remains. [BLOOD DRIVE LINK](#)

[September Image 4](#)



DIGITAL TOOLKIT

SEPTEMBER & OCTOBER 2026



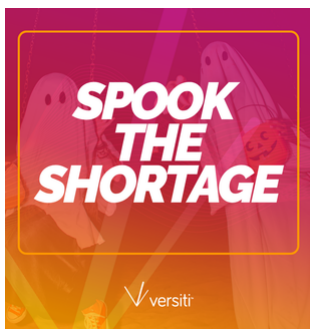
This October, let's stand together in support of everyone impacted by breast cancer. While there are many ways to make a difference, donating blood is one simple act that helps provide lifesaving support for patients receiving treatment. Schedule your appointment and help bring hope to those who need it most. [BLOOD DRIVE LINK](#)

[October Image 1](#)



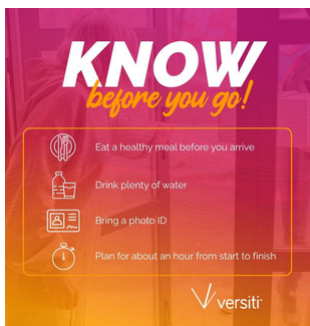
When it comes to blood transfusions, matching matters. Blood type is inherited, meaning a compatible donor is often someone who shares a similar genetic background. A vibrant and varied blood supply—one that reflects the rich tapestry of our communities—helps ensure better health outcomes for all. [BLOOD DRIVE LINK](#)

[October Image 2](#)



Don't let the blood supply become something scary! This Halloween, help us Spook the Shortage by donating blood. Schedule your appointment today... if you dare! [BLOOD DRIVE LINK](#)

[October Image 3](#)



A successful donation starts before you arrive! Thank you for helping ensure patients receive the blood they need. [BLOOD DRIVE LINK](#)

[October Image 4](#)



DIGITAL TOOLKIT

SEPTEMBER & OCTOBER 2026

E-MAIL COPY:

SUBJECT LINE: The Seasons Are Changing—The Need for Blood Remains

As the seasons change, one thing never does—the need for blood.

Every day, patients depend on generous donors to ensure lifesaving blood is available when they need it most. Help make that possible by scheduling an appointment today.

If you know someone who has been thinking about donating, invite them to join you. Together, we can make an even greater impact.

Thank you for making a difference in our community.

[Drive Information]

E-MAIL COPY:

SUBJECT LINE: Support Patients This Breast Cancer Awareness Month

October is Breast Cancer Awareness Month, a time to honor those impacted by breast cancer and support patients receiving treatment.

Did you know more than a quarter of the U.S. blood supply is used by patients battling cancer? Your blood donation can help ensure these patients have the lifesaving support they need throughout their treatment.

We look forward to seeing you at our upcoming blood drive!

[Drive Information]

E-MAIL COPY:

SUBJECT LINE: Tips for a Successful Blood Donation

We're excited to see you at your upcoming blood drive appointment!

To help make your donation a success, please remember to:

- Drink plenty of water before your appointment.
- Eat a healthy meal before donating.
- Get a good night's sleep.
- Bring a valid photo ID.

Thank you for helping save lives. We look forward to seeing you soon!



DIGITAL TOOLKIT

SEPTEMBER & OCTOBER 2026

TALKING POINTS

- **Labor Day:** Labor Day marks the unofficial end of summer, but the need for blood never takes a holiday. Holiday weekends often result in fewer blood donations while patient needs continue. By donating before or after Labor Day, you can help ensure hospitals have the blood they need.
- **Childhood Cancer Awareness Month:** September is Childhood Cancer Awareness Month. Children receiving cancer treatment often require blood and platelet transfusions throughout their care. Blood donors help provide hope to young patients and their families during some of their most difficult days.
- **National Sickle Cell Awareness Month:** September is National Sickle Cell Awareness Month. Many people living with sickle cell disease rely on regular blood transfusions throughout their lives. Consistent blood donations help ensure patients have access to the blood products they need. Every donor plays an important role in supporting patients living with chronic blood disorders.
- **Rush into Donate:** Football season is here—and every donor is a valuable teammate. Patients are counting on all of us to help keep the blood supply strong. Every donation is a winning play that helps save lives. Together, we can score big for our community.
- **Fall:** As summer turns to fall, hospital patients continue to need blood every day. Blood has a limited shelf life, making regular donations essential. Every season brings new donors, returning donors, and new opportunities to save lives.
- **Breast Cancer Awareness Month:** October is Breast Cancer Awareness Month. Many patients undergoing cancer treatment rely on blood and platelet transfusions during their care. Donating blood is another meaningful way to support those affected by cancer.
- **Global Diversity Awareness Month:** October is Global Diversity Awareness Month. A diverse donor community helps meet the needs of a diverse patient population. Every donor strengthens our community and helps ensure more patients receive the blood they need.
- **Halloween:** Fall schedules become busy, but patients still rely on lifesaving blood every day. Don't let the blood supply become frighteningly low. Every donation helps keep our community prepared.

