



American
Red Cross

Blood Drive Partner

Important Update



HURRICANE FLORENCE

Hurricane Florence's impact will be felt for weeks to come. The American Red Cross is providing help and hope as people recover. And you can help too: thousands of blood and platelet donations went uncollected because blood drives were canceled due to the storm. We are counting on sponsors in unaffected areas to ensure we have enough blood products to support patient needs.

HOW YOU CAN HELP

If you have an upcoming blood drive within the next 56 days:

- **Recruit** additional donors to help you exceed your blood drive goal. All blood types are needed, and there is a critical need for type O blood donors now.
- **Invite** new donors and ask your donors to bring a friend. New donors are crucial to the success of a blood drive.
- **Fill** your appointment schedule and create a standby list if needed.
- **Encourage** donors to keep their appointments; if they need to reschedule, please ask them to make an appointment at another location in the immediate future.

If you do not have an upcoming blood drive in the next 56 days:

- **Encourage** donors to make an additional blood donation at a local Red Cross blood drive. To locate blood drives in the area, please call 1-800-RED CROSS (1-800-733-2767) or visit RedCrossBlood.org.

KEY MESSAGES

- The American Red Cross is urging blood and platelet donors to make an appointment to give. Hurricane Florence has already forced the cancellation of dozens of Red Cross blood drives in North Carolina, South Carolina and Virginia causing thousands of blood and platelet donations to go uncollected.
- Additional blood drive cancellations are still possible in the Southeast as flooding and power outages are expected to affect many areas.
- Eligible blood and platelet donors in areas not immediately affected by the storm are urged to give blood or platelets as soon as possible to help ensure the Red Cross has a readily available blood supply for patients in need.

THANK YOU FOR YOUR SUPPORT!