

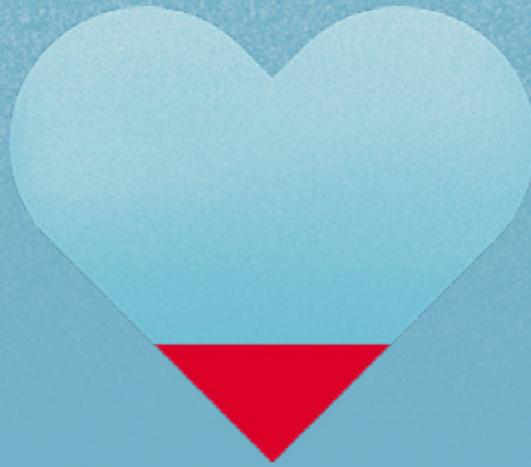


CRITICAL

The Need for Blood is Critical

Critical Needs Toolkit

Everyone in your community plays an important role in saving the lives of patients in need of blood transfusions.



CRITICAL NEED

Toolkit How To:

How You Can Help

When the community blood supply hits critical levels, immediate action is necessary to ensure patients receive the blood transfusions they need.

By sharing the following materials you are driving awareness and, ultimately, blood donations that save lives.

Mission Statement

**We save lives
by making
transfusion
possible.**

What is Critical Need?

When blood donations do not keep pace with patient transfusion demand, the need becomes critical.

This means the blood supply can only meet the needs of patients for less than one day. Patients risk having to wait for their lifesaving blood transfusions. It's important during these critical times that we spread awareness and drive as many blood donations as we can, as fast as we can.

Social Media



Click Images
to Download

Use the following images to spread awareness about the critical need for blood.



Facebook
360x360px



Instagram
360x360px



LinkedIn
300x300px



Twitter
400x400px



Facebook
820x312px



Twitter
1500x500px



LinkedIn
1128x191px

Profile Images

Use these in place of your profile picture on social media to spread the word about the critical status of your community's blood supply.

Cover Photos

Use these images on social media as cover photos to create awareness about the critical status of your community's blood supply.

Hashtags

The following hashtags can be used when sharing critical materials on social media.

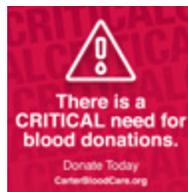
- [#DonateBlood](#)
- [#GiveForTexans](#)
- [#CarterBloodCare](#)
- [#GiveForLife](#)
- [#GivingIsCritical](#)

Social Media Posts



Make sure to tag @CarterBloodCare in your caption!

Click Images to Download



Post Copy: We are currently experiencing a critical shortage in our community's blood supply. Please donate blood with @CarterBloodCare and rebuild the supply in our community.

Post Copy: Our community's blood supply has hit critical levels. I am asking Texans to please donate blood with @CarterBloodCare and rebuild our blood supply.



Post Copy: Our community's blood supply is currently less than a day away from running out. To rebuild the blood supply, I'm asking Texans to donate blood with @CarterBloodCare.

Post Copy: The need for blood has become critical in our community. Please donate blood with @CarterBloodCare and help rebuild our community's blood supply.

Nextdoor Content

Copy and paste this message into your post to spread awareness about the critical need for blood.

Title

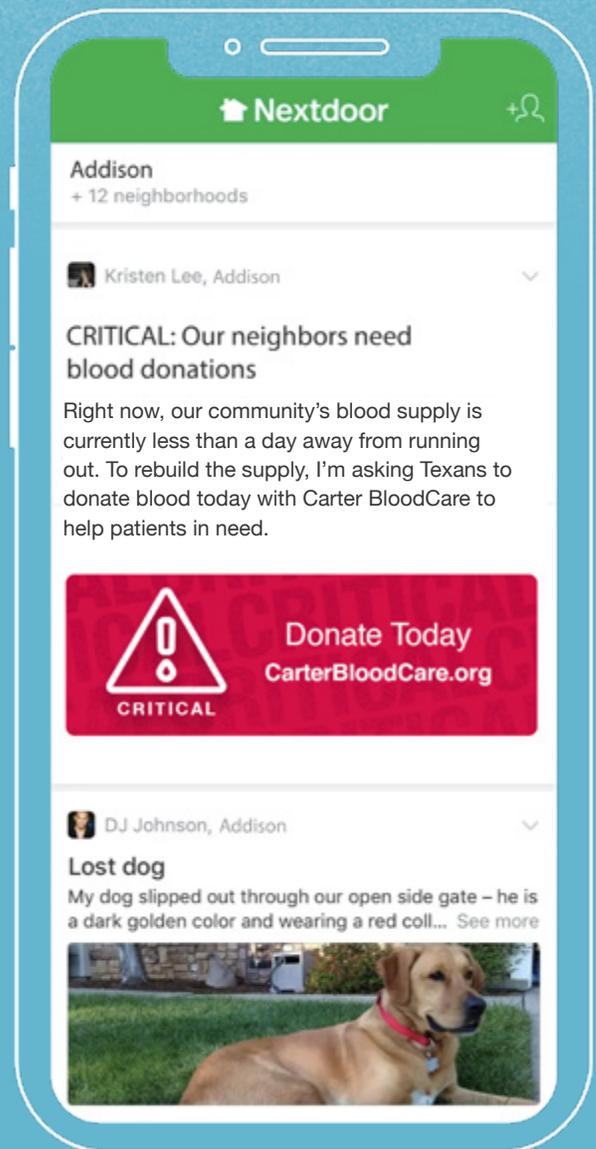
CRITICAL: Our neighbors need blood donations

Copy

Right now, our community's blood supply is currently less than a day away from running out. To rebuild the supply, I'm asking Texans to donate blood today with Carter BloodCare to help patients in need.



Click Image to Download



Critical Flyer



Click Images
to Download

Print this flyer to share with friends, family and coworkers.
Encourage them to donate blood today.

A vertical red rectangular graphic with a repeating pattern of the word 'CRITICAL' in a lighter red font. In the center, there is a white outline of a warning triangle containing a white exclamation point with a drop below it. Below the triangle, the word 'CRITICAL' is written in white, bold, uppercase letters. Further down, the text 'THE BLOOD SUPPLY HAS HIT CRITICAL LEVELS' is written in large, white, bold, uppercase letters. Below that, 'Donate Today' is written in white, bold, uppercase letters. At the bottom, the text 'Call 800-366-2834 or visit CarterBloodCare.org for more info.' is written in white. At the very bottom, the Carter BloodCare logo (a stylized red and white flame) is followed by the text 'Carter BloodCare' in white.

Email Template



Click Images
to Download

Use this email template when spreading the word about the critical need for blood donations.

Example Content

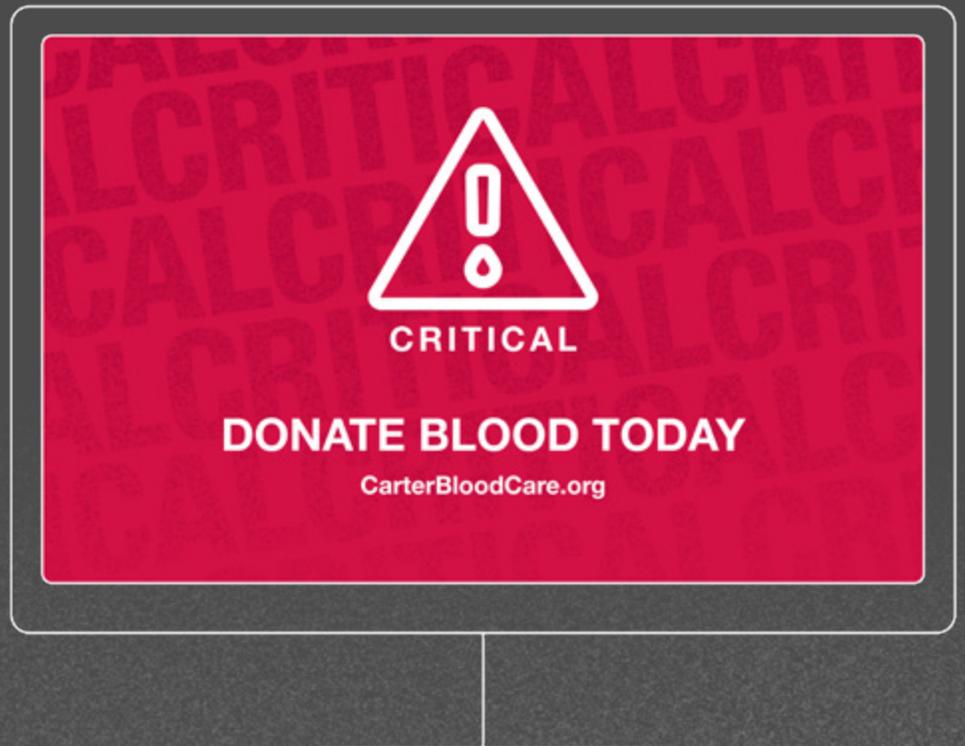
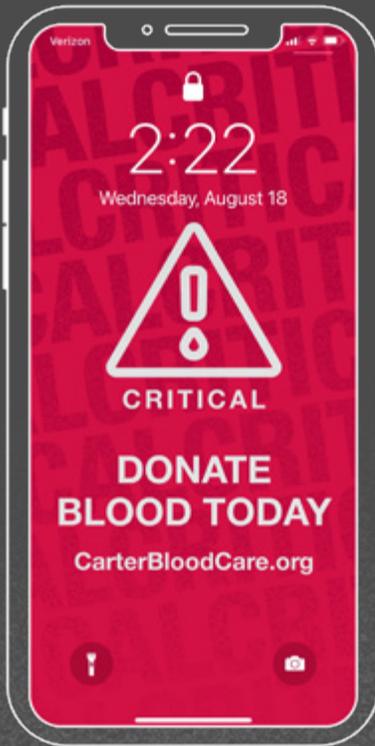
DONATE BLOOD TODAY

The need for blood in our community is critical. With less than one day's supply available for local patients and hospitals, lives are at risk. If you are eligible, please consider becoming a lifesaving blood donor.

Join me and schedule your donation today by calling 800-366-2834, or visit CarterBloodCare.org to learn more about how you can give for Texans and help rebuild our community's blood supply.

Email Header Image





Mobile & Desktop Backgrounds



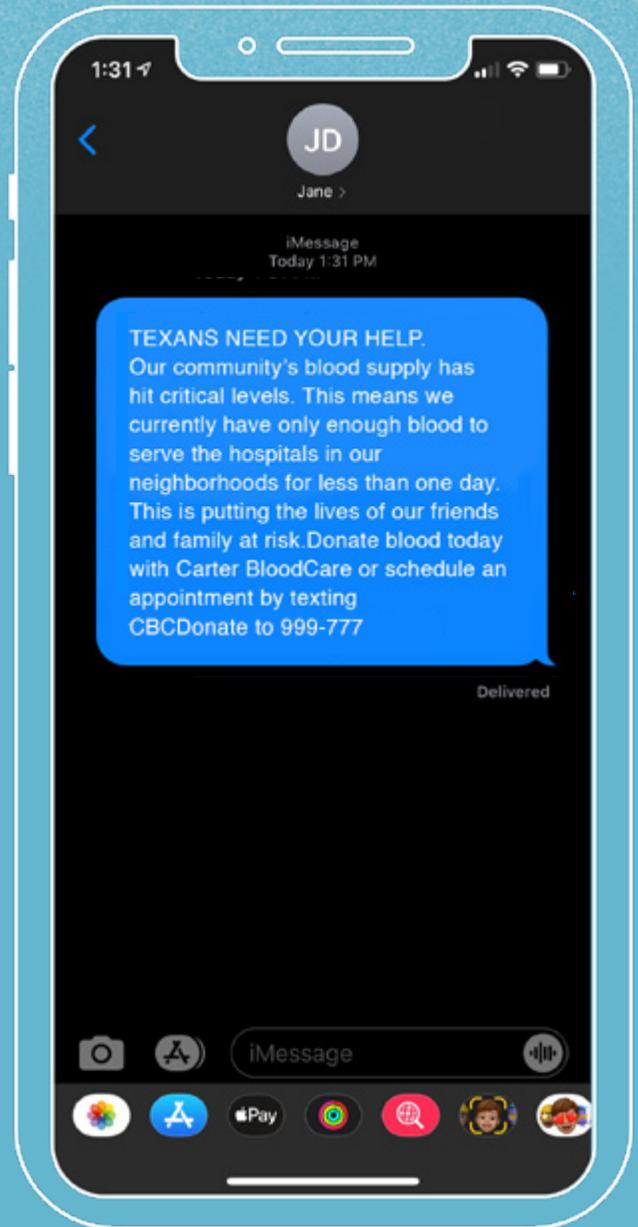
Click Images
to Download

Use the branded backgrounds on your phone or computer to spread awareness about the critical need for blood in your community.

Text Message Content

Copy and paste this text message to encourage friends, family and coworkers to donate blood with Carter BloodCare.

TEXANS NEED YOUR HELP.
Our community's blood supply has hit critical levels. This means we currently have only enough blood to serve the hospitals in our neighborhoods for less than one day. This is putting the lives of our friends and family at risk. Donate blood today with Carter BloodCare or schedule an appointment by texting CBCDonate to 999-777



Website Banner Images



Click Images
to Download

Use these images on your personal or company website and link directly to Carter BloodCare: www.CarterBloodCare.org



Full-width banner

1440x344px



Rectangular banner

600x500px

Yard Signs

Print and display in your yard to spread awareness about the critical need for blood in your neighborhood.



[Click Images to Download](#)



Paid Media



Click Images
to Download

Radio PSA Talking Points

Use these talking points for awareness scripts and videos.

- Our community's blood supply is currently in critical condition.
- Carter BloodCare has less than a day's worth of blood and patients' lives could be in jeopardy.
- If you are eligible to donate blood, Carter BloodCare is asking you to donate immediately.
- To schedule your donation today, call or text 800-366-2834, or visit Carter BloodCare dot O-R-G to learn more about how you can give for Texans and help rebuild our community's blood supply.

B-Roll Footage



<https://vimeo.com/648725128/9344fa0e0d>

OOH Billboards



News Media Resources

Carter BloodCare Public Relations Contacts

James Black
Public Relations Specialist
o. 817-412-5347
c. 682-288-1260
jblack@carterbloodcare.org

**Carter BloodCare
Media Relations**
mediarelations@carterbloodcare.org

Carter BloodCare Newsroom

Visit our newsroom for the latest
Carter BloodCare news and information
across North, Central and East Texas.

newsroom.carterbloodcare.org

Carter BloodCare Logo Files



Tell Us Your Story

**How have you, a family member or a friend
been affected by the lifesaving gift of giving or
receiving blood?**

Carter BloodCare would love to hear from blood
donors and transfusion recipients who care to share
their stories. There's a non-stop need for blood and
your words can inspire others to donate.

www.carterbloodcare.org/tellusyourstory/



Thank you, Texans!

On behalf of the patients we serve, thank you for supporting blood donation and for being a champion for Carter BloodCare. Your efforts to spread the word about the need for blood across North, Central and East Texas will make a positive impact on the patients in your community. If you didn't find what you were looking for, please contact us at marketing@carterbloodcare.org.

If you are interested in learning more about hosting your own blood drive, please email bookablooddrive@carterbloodcare.org.

Quick Links

WEBSITE
CarterBloodCare.org

INSTAGRAM
[@CarterBloodCare](https://www.instagram.com/CarterBloodCare)

FACEBOOK
[@CarterBloodCare](https://www.facebook.com/CarterBloodCare)

LINKEDIN
[@Carter-BloodCare](https://www.linkedin.com/company/Carter-BloodCare)

TWITTER
[@CarterBloodCare](https://twitter.com/CarterBloodCare)

SCHEDULE AN APPOINTMENT
[ww2.greatpartners.org/
donor/schedules/zip](http://ww2.greatpartners.org/donor/schedules/zip)