Save Lives Anywhere

Virtual Blood Drive Toolkit | 2020

#SaveLivesAnywhere

Your Community Blood Center

ABOUT US

Gulf Coast Regional Blood Center is a non-profit, community blood center responsible for providing voluntarily donated blood and blood components to more than 170 hospitals and health care facilities in the 26-county Texas Gulf Coast, Brazos Valley and East Texas regions.

CONTACT

📞 713-791-6670   ✉ hostablooddrive@giveblood.org

HOST A VIRTUAL BLOOD DRIVE.

Even if the team can't be together physically, your organization can unite to make an impact in our community. When you host a Virtual Blood Drive, you help save lives in the Gulf Coast region and surrounding areas.

Toolkit Contents

The tools you need to host a successful Virtual Blood Drive. Build the blood supply. Build your team.

Getting Started

Getting started with pledge sheets, donor commitment sheets, and committee meeting agendas.

⌄ Click on the icon to download the document.

STEP

1

📄 PLEDGE SHEET

By filling out this document, you pledge to partner with Gulf Coast Regional Blood Center in our mission to save lives.

PLEDGE SHEET

STEP

2

📄 DONOR COMMITMENT SHEET

Have your team commit to give blood at your virtual drive, so you can track your success and follow-up to ensure they have all the information they need for a successful donation.

DONOR COMMITMENT SHEET

STEP

3

📄 COMMITTEE MEETING AGENDA

Spread the work by putting together a team to help you meet your blood drive donations goal. Stay organized and on track with a meeting agenda.

COMMITTEE MEETING AGENDA

Email Communication

We've started an email template for you as another way to share and deliver your blood drive announcement. ✉

CREATE YOUR EMAIL

🔽 To get started, click the button and finish crafting your email with a personalized message.

🔽 Once your email draft opens, simply insert the email header and copy and paste your custom message.

EMAIL HEADER

Click on the image to download a hi-res version. ⊳

#SaveLivesAnywhere
Join our Virtual Blood Drive
Gulf Coast Regional Blood Center

BODY

Copy and paste text. ⊳

Build the blood supply. Build your team.

[DATE]

Group code: [CODE]

[GROUP NAME] is uniting to save lives in our community! One person can make a difference, but a team that works together is a movement. Schedule your appointment at any Gulf Coast Regional Blood Center location [DATE], and be sure to give the screener the group code.

Visit **giveblood.org** for more information.

Advertising and Marketing

Share these materials with your friends, family and colleagues to ensure they have a great donation experience.

BLOOD DRIVE FLYER

BLOOD DONATION BASICS

COVID-19 ANTIBODY TESTING

BLOOD DONATION FACTS

DONOR REWARDS

BLOOD DONATION FACTS (SPANISH)

EXPRESS PASS

BLOOD DONATION BASICS (SPANISH)

COMMON QUESTIONS

COMMON QUESTIONS (SPANISH)

Social Media Graphics

Heroes can save lives anywhere, and we would like to share your pictures on social media. Tag us using **#SaveLivesAnywhere** for a feature on Gulf Coast Regional Blood Center's social media pages. We'll also tag your corporate team when you donate! Team up, heroes, and we'll be watching.

Follow us at @commitforlife

ACCESS ONLINE TOOLKIT

FACEBOOK POST

Click on the image to download a hi-res version. ›

LINKEDIN POST

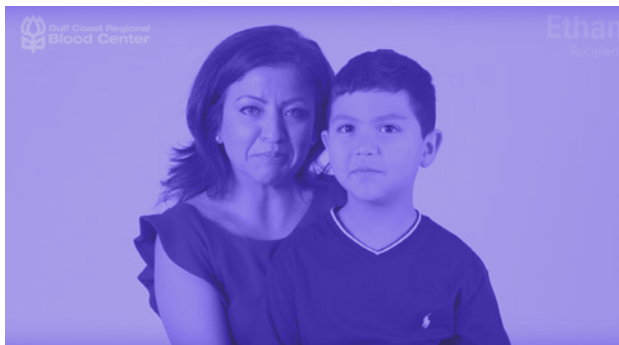Click on the image to download a hi-res version. ›

TWITTER POST

Click on the image to download a hi-res version. ›

Connect to Mission Videos

Nothing we say is as impactful as the stories of the blood recipients themselves. Try sharing videos with your team as motivation to sign up to save lives.

▶ **EHTAN'S STORY**   ▶ **OWEN'S STORY**

Visit youtube.com/commitforlife

Thank you for making an impact. Together, we're making our community strong. Tag us on social media at **#commitforlife.**

Gulf Coast Regional
Blood Center