



# SPONSOR ALERT



December 2008 / January 2009

## The Blood Supply is Getting Low. Your Help Needed!

During the winter months, the blood supply often plummets, while the need for blood is constant. This is why the Red Cross is challenging blood drive sponsors to put extra effort into planning and recruiting for their winter drives. We're counting on you to help make sure the blood supply in our region remains at an adequate level.

Take a look at the tips listed to the right, and as always, feel free to contact your Red Cross representative to discuss ideas to make sure your next drive exceeds its goal.

In addition to planning for your own drive(s), remember to encourage family, friends and colleagues to call **1-800-GIVE-LIFE** (448-3543) for information on donation center locations, hours of operation and scheduling a donation appointment at any time throughout the year.

### If you have a drive scheduled:

- Remind your donors to eat well and drink plenty of caffeine-free fluids before donating.
- Make sure your donors keep their appointments.
- Have donors call 1-800-GIVE-LIFE if they have eligibility questions.
- Ensure donors understand the importance of blood donations this holiday season.
- Remind donors of the special give-aways—December--\$1000 gift card; January--A pair of Delta Airlines domestic tickets.

### If you don't have a drive scheduled:

- Consider scheduling a drive between now and the end of January.
- Direct your donors to a Red Cross donor center in your community, and inform them of the special give-aways in December and January.
- Direct your donors to other sponsored blood drives in your area. Visit [redcrossblood.org](http://redcrossblood.org) or call 1-800-GIVE LIFE for information.

### DID YOU KNOW?

- Only 37% of the population is eligible to donate blood, and only about 8% of the eligible population actually donates blood.
- You can find a conveniently located Red Cross donation center by visiting [redcrossblood.org](http://redcrossblood.org)
- In the time it takes you to read this, two people will have needed blood.
- The American Red Cross Blood Services must collect 38,000 units of blood each day to meet patient needs in communities across the country.