

Alliance Advocacy Toolkit

National Blood Donation Month



Draft Letter - Organization NBDM Request to Policymakers

Dear Policymaker:

Every two seconds, someone in the United States needs blood. Millions of patients rely on this critical resource to manage countless medical challenges such as trauma, cancer, and sickle cell disease and it can only come from willing donors.

The Association for the Advancement of Blood and Biotherapies (AABB), America's Blood Centers, and the American Red Cross sent a [request](#) to President Biden requesting a Presidential Proclamation marking the month of January as National Blood Donor Month. **We support this request and respectfully invite you to join in this effort by working with the Biden Administration in highlight the importance of blood donation.**

It would be enormously beneficial to our nation's health care system to have your further assistance in raising awareness of the continuous need for blood. While National Blood Donor Month is widely celebrated each year, it has been over 50 years since the last Presidential Proclamation, which was first recognized by President Nixon. A renewed call from the highest level would be a valuable educational tool to Americans about why donating blood is an important act of public service that will help their communities and our nation.

Additionally, such a proclamation would help America's blood donation community at a critical time. It is expected that most centers will have just one- or two-days' worth of blood available during the month of January, a time of critical need. Blood has a short shelf life, and the supply must constantly be replenished to meet the needs of patients every day and prepare for emergencies.

We hope that you will join in these efforts by urging the Biden Administration to issue a Presidential Proclamation and raising awareness for the continuous need for blood. Thank you for your consideration. We look forward to working with you to ensure that people across the nation continue to have access to a safe and robust supply of this life-saving resource.

Draft Newsletter Content

General: January is National Blood Donor Month

Did you know that every two seconds in America, someone needs blood?

This demand goes well beyond those facing an unexpected emergency like a car crash. Blood transfusions are regularly needed to treat patients facing a variety of medical challenges, including

cancer, cardiovascular and orthopedic surgeries, organ and bone marrow transplants, trauma, complications during childbirth and sickle cell disease. On average, 1 in 7 people entering a hospital depend on a ready and available blood supply.

As important as blood is, only a small percentage of eligible Americans donate, and the COVID-19 pandemic has further strained blood donation efforts. It is expected that most blood centers will have just one- or two-days' worth of blood available during the month of January, a time of critical need.

The first National Blood Donor Month was proclaimed by President Richard Nixon and celebrated in January 1970 to pay tribute to voluntary blood donors while encouraging more people to give blood. Today, we continue to mark National Blood Donor Month every January as an opportunity to spread awareness about the need for more blood donors while celebrating the selfless donors who help save lives.

The need for blood remains constant. As medical professionals, we understand the importance of ensuring there's blood on the shelf when it's needed the most. Visit AABB's Blood Donation Site Locator at www.wheretodonateblood.org to find the closest blood collector near you and make an appointment today. Also, please share the importance of blood donation with your patients and their families and provide them with the link to AABB's Blood Donation Site Locator. Many lives depend on this essential medicine, and we thank those who make this life-saving gift possible.

Sample Social Media Messages (Instagram/LinkedIn/Twitter/Other)

- January is #NationalBloodDonorMonth! 1 in every 7 people entering a hospital will need blood.
- Did you know that someone in the U.S. needs blood every 2 seconds? Donate today at www.wheretodonateblood.org #NBDM
- One blood donation can save multiple lives. #NationalBloodDonorMonth
- Building tomorrow's blood supply today.
- Blood is essential medicine. #NBDM
- There is no substitute for human blood - and without it, patients are at risk. #NBDM