



To: Carter BloodCare Customers
From: Hospital Relations and Donor Recruitment
Date: December 9, 2019
Re: Holiday Wish

The holidays are, inevitably, a challenging time for donor recruitment. Giving blood quickly ends up at the bottom of everyone's "*To do List.*" Loved ones are busy preparing for the holiday festivities with shopping, planning, and travel. Historically, the weeks most impacted by the decreased collections are Christmas and New Year's.

We would like to see this holiday season not yet end with the same deficits. As such, we are requesting your help. Please call 817-412- 5385 now to host a blood drive at your healthcare facility from December 22, 2019 – January 5, 2020. Even if your organization recently hosted a blood drive, do not let that discourage you from re-scheduling. Each and every donation can make a life-saving difference in a patient's life.

By working together, we can help ensure our community transfusion needs are met. We encourage you to share this message with your blood drive coordinator and leadership team.