



**To:** Carter BloodCare Customers  
**From:** Hospital Relations  
**Date:** March 8, 2021  
**Re:** Advocacy for Blood Donations

### **Background**

As you are aware, the winter storm affected our ability to collect blood and blood components for almost 5 days. While the community has been generous with their time and we are seeing donors, we are still struggling to maintain a robust blood supply. Please join us in advocating and encouraging everyday heroes to present to donate blood and help those in need.

### **Client Action**

- Share this memo with your Marketing and/or Communications team.
- Review and integrate the attached talking points and video clip in your outreach initiatives.
- Through the use of social media channels, encourage family, friends and colleagues to donate blood

The video clip can be found at [https://youtu.be/J\\_IU\\_6\\_sHzQ](https://youtu.be/J_IU_6_sHzQ)

**How to promote:** Share any of @carterbloodcare official social media posts starting 3/5/2021.

- Facebook @carterbloodcare
- Twitter @carterbloodcare
- Instagram @carterbloodcare
- LinkedIn @carterbloodcare