

Make it a winning season. Become a holiday hero.



**American
Red Cross**

The need is constant.
The gratification is instant.
Give blood.™

Thank you for considering becoming an American Red Cross Holiday Hero Blood Drive Sponsor!

WHAT IS A HOLIDAY HERO BLOOD DRIVE PARTNER?

A Holiday Hero Blood Drive Partner is a group that agrees to host an American Red Cross blood drive during a time when seasonal holidays result in slumps in blood donation activity.

WHY ARE HOLIDAY HEROES NEEDED?

Blood donations can taper off during holiday times. Vacations, family visits and general holiday activities can fill schedules and leave people pressed for time and unable to make and keep appointments to give. But the need for blood is constant, regardless of the season. Personal stories can paint the picture:

During the winter holidays, Mary was admitted to the hospital with serious hemorrhaging. Her bleeding simply wouldn't stop, even after receiving numerous transfusions. Mary survived a delicate surgery that balanced her lifelong heart condition with her other medical needs. "It was a real eye-opener for me," says Mary, who now sponsors an annual Christmas Eve drive. "I wouldn't have made it through any of this without blood."



Every two seconds, someone in the U.S. needs blood. To meet that need, the Northern Ohio Blood Services Region needs 1,000 eligible donors to come donate blood each day to help hospital patients. And the majority of those donors give through blood drives like yours—at places they've grown to trust and feel a part of, right within their own communities.

HOW DOES THE PARTNERSHIP WORK?

Once you decide to become a Holiday Hero, and to host a holiday drive, we'll work with you to identify a strategic day and time that fits your schedule, and that helps meet patient need. Then, your donor recruitment rep will assist you in mapping out the details. We'll also provide you with tools that can help ensure your drive's success.



WHAT OTHER REASONS CAN YOU GIVE ME FOR BECOMING A HOLIDAY HERO?

Tim spent six weeks in the hospital after contracting e-coli poisoning during a summer holiday camping trip. His kidneys shut down, his blood counts were low. He needed blood transfusions to stave off further internal damage. After his recovery, and several years later, Tim was the first in line at his high school blood drive. Today, as a young professional in his late 20s, he donates blood as often as he can. "I tell everyone my story in hopes they'll consider donating blood," says Tim. "I would hate to see someone else go through what I did in order to realize how important donating blood is."

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