Online Guide

*Sickle Cell Initiative*

For use until Oct. 31, 2024

Over 100,000 people in the U.S. – the majority of whom are of African descent – have sickle cell disease and may rely on regular blood transfusions throughout their lives to help manage disease complications. Join the American Red Cross in raising awareness that blood donors who are Black may uniquely be able to help patients with sickle cell disease.

**Help amplify messages from American Red Cross social media channels:**

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| Facebook:      | [American Red Cross Blood Donors](https://www.facebook.com/RedCrossBlood/) | X: | [@RedCross](https://twitter.com/redcross) |
| Instagram: | [@AmericanRedCross](https://www.instagram.com/americanredcross/) | LinkedIn: | [American Red Cross](https://www.linkedin.com/company/american-red-cross/mycompany/verification/) |

**Post messages on your social media:**

The messages and [downloadable graphics](https://spaces.hightail.com/receive/xCCOfn40NY) below may be used on social media and to guide online conversations in your own words. On page 2, sample posts can be customized to help you recruit donors for your blood drive. Feel free to tag our social media accounts in your posts.

**AWARENESS BUILDING POSTS**

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| [*Multiple sizes*](https://spaces.hightail.com/receive/xCCOfn40NY) | *Post 1:* ***For use in September only***#SickleCellAwarenessMonth: Sickle cell disease disproportionately impacts the Black community & blood donors who are Black may uniquely be able to help. Blood transfusions can help manage extreme pain & disease complications. Give blood with the Red Cross: [rcblood.org/3dEEnoj](https://www.redcrossblood.org/donate-blood/blood-types/diversity/african-american-blood-donors.html?cid=bio_og&med=social&source=social&campdesc=sci) |

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| *[Multiple sizes](https://spaces.hightail.com/receive/xCCOfn40NY)* | *Post 2:*Regular blood transfusions are key for managing extreme pain & serious complications for many with #sicklecell disease, most of whom are of African descent. 1 in 3 African American blood donors is a match for patients with sickle cell disease. Please give: [rcblood.org/3dEEnoj](https://rcblood.org/3dEEnoj) |
| [*Multiple sizes*](https://spaces.hightail.com/receive/xCCOfn40NY) | *Post 3:*~100K people in the US have sickle cell disease. Blood transfusions help many sickle cell warriors manage extreme pain & complications. 1 in 3 African American blood donors is a match for these patients. #TeamUp4SickleCell & give blood with the Red Cross: [rcblood.org/3dEEnoj](https://www.redcrossblood.org/donate-blood/blood-types/diversity/african-american-blood-donors.html?cid=bio_og&med=social&source=social&campdesc=sci) |
| [*Multiple sizes*](https://spaces.hightail.com/receive/xCCOfn40NY) | *Post 4:* You may be familiar with A, B, AB & O blood types. But sometimes patients need an even closer match than those main blood types. By knowing a donor's race & ethnicity, the Red Cross can better & more efficiently find compatible units for patients. Info: [rcblood.org/3Arv04y](https://www.redcrossblood.org/donate-blood/blood-types/diversity.html?cid=bio_og&med=social&source=social&campdesc=sci) |

**CUSTOMIZABLE BLOOD DRIVE RECRUITMENT POSTS**

*The following sample posts can be used to support Joined by Blood blood drives.*

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| [*Multiple sizes*](https://spaces.hightail.com/receive/xCCOfn40NY) | *Post 5 -* ***For use in September only***September is #SickleCell Awareness Month. The blood running through our veins may ease the suffering of those fighting this disease in our community. #TeamUp4SickleCell & sign up to give blood with the Red Cross <date> from <time>-<time> at <location>: [rcblood.org/3dEEnoj](https://www.redcrossblood.org/donate-blood/blood-types/diversity/african-american-blood-donors.html?cid=bio_og&med=social&source=social&campdesc=sci) |
| [*Multiple sizes*](https://spaces.hightail.com/receive/xCCOfn40NY) | *Post 6:*We're all joined by blood — and patients with sickle cell disease need our help now. The blood running through our veins can ease their suffering. #TeamUp4SickleCell & sign up to give blood with the Red Cross <date> from <time>-<time> at <location>: [rcblood.org/3dEEnoj](https://www.redcrossblood.org/donate-blood/blood-types/diversity/african-american-blood-donors.html?cid=bio_og&med=social&source=social&campdesc=sci) |
| [*Multiple sizes*](https://spaces.hightail.com/receive/xCCOfn40NY) | *Post 7:* Joined by Blood: <Organization> is partnering with the Red Cross to #TeamUp4SickleCell. Join forces with us to provide hope, healing & support for patients with sickle cell disease at our blood drive <date>, <time>-<time>, at <location>. Sign up: [rcblood.org/3dEEnoj](https://www.redcrossblood.org/donate-blood/blood-types/diversity/african-american-blood-donors.html?cid=bio_og&med=social&source=social&campdesc=sci) |