



Our  
Blood  
Institute



**TYPE O**  
donors needed  
**now.**



877-340-8777



obi.org

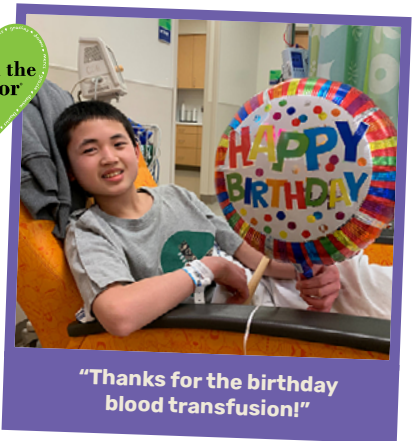


Walk-ins welcome.

# FIRST STEPS

As a blood donation advocate, you already know the importance of blood donors. With your help, we can make sure others know, too.

The steps outlined below are great ways to help ensure our community has a stable blood supply for patients like Joe (right).



**Reach out to us and schedule a blood drive if you don't already have one booked**



**Share the following messages on social, in emails, in meetings.. anywhere you can!**



**Ask your friends and family to help spread the word and to donate**



**Share the story of why blood donation matters to you or someone in your organization**



**Lead by example, asking others to donate with you**



**Provide great incentives and/or recognition for those who donate**



**Click or scan here to download the full Type O Donor Media Toolkit.**



**Our Blood Institute**

# Social Media Graphics

Click the images below to access high-res versions. Leverage the power of social media with these graphics. In your caption, ask your followers to share it.

**O-NEG DONORS**  
make a difference  
lifesaving

Thank the Donor



“Thanks for your donation! You helped my wife get through her C-section. She lost a lot of blood during the surgery and this donation helped tremendously on her recovery. Thank you!!!”



**Y(O-)U**  
make a  
**DIFFERENCE.**

**O- AND O+**  
donors needed  
**now.**

Thank the Donor



“Thank you so much! Your blood helped my daughter!”



**O-NEG**  
donors needed  
**now.**

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- obi.org
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Download these images:



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## Sample Social Text:

Use the text below for your posts and tag us so we can say thanks!

Calling all O-Donors! We need you to donate TODAY! Our supply is low, and your universal blood-type will be the reason a patient lives to see another day.

Please call us at 877-340-8777, or make an appointment online at [yourbloodinstitute.org](http://yourbloodinstitute.org).

O-negative and O-positive blood donors make a lifesaving difference for trauma patients who need blood right away.

Schedule your appointment at [yourbloodinstitute.org](http://yourbloodinstitute.org) or call us at 877-340-8777!

Blood donors are needed now, especially O-Negative and O-positive donors.

Schedule your appointment at [yourbloodinstitute.org](http://yourbloodinstitute.org) or call us at 877-340-8777!



# Digital & Billboards

Help extend your reach by displaying these messages on TVs, screens or boards in high traffic areas. Click below to download. *Our team can modify this artwork to fit other dimensions.*

## Digital Board



The digital board features a blue background with a circular inset image of a person's arm being bled. The text is white and yellow. At the bottom, there is a purple bar with icons for a phone, a website, and a heart.

 Our Blood Institute

**O- or O+**  
blood type?  
**GIVE TODAY!**

 877-340-8777  [obi.org](http://obi.org)  Walk-ins welcome.

Download  
these images:



## Billboard

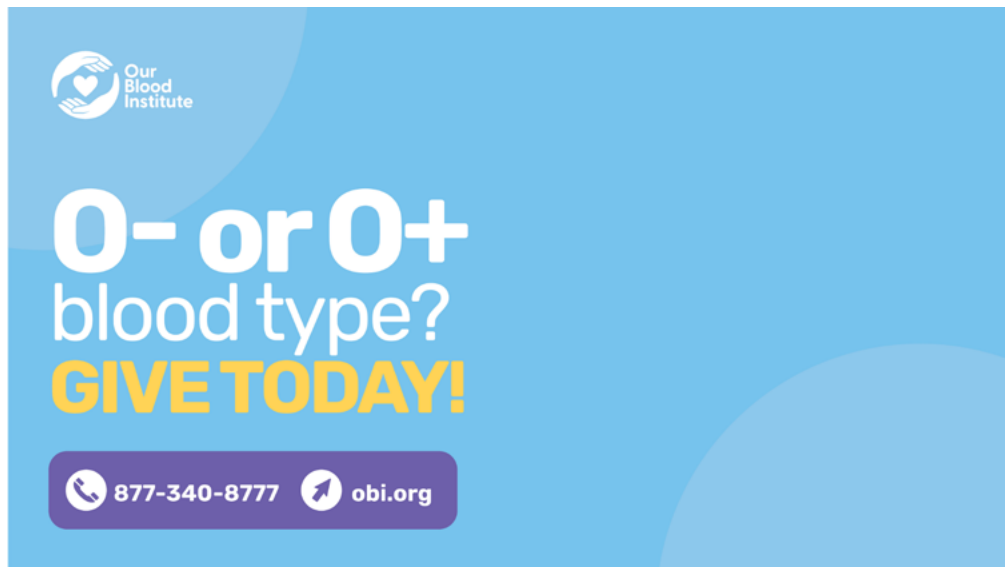


The billboard features a blue background with a circular inset image of a person's arm being bled. The text is purple and yellow. At the bottom right, there is a purple box with the Our Blood Institute logo and website.


**O- or O+**  
blood type?  
**GIVE TODAY!**

 Our  
Blood  
Institute  
[obi.org](http://obi.org)



## Screensaver



The screensaver features a blue background with the Our Blood Institute logo in the top left. The text is white and yellow. At the bottom, there is a purple bar with icons for a phone and a website.

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Blood  
Institute

**O- or O+**  
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# Video Resources

Click the images below to see powerful patient videos that can be shared across all platforms.



## Email Communication

Below is an email header for you to share as another platform to deliver your blood drive message. Click the header to access the image.



Download this image:

