



While **Supplies** Last

WE NEED YOU.

Marketing Toolkit



Letter from the CEO



May 25, 2023

Hello-

As CEO of Our Blood Institute, it is my responsibility to alert our wonderful friends that, after months of post-pandemic struggles, our **red blood cell supply is drifting into failure**. This difficulty has been worsening despite our continuing, exhausting efforts to correct course. Sadly, our region has finally reached a critical breaking point that other parts of the country have been experiencing since mid-2022.

OBI must find appointments and new drives to yield 1600 donors by Sunday, June 4 to avoid profound problems for our patients and hospitals. Without a powerful response, we are likely to see consequences such as postponed elective surgeries, delayed transfusions, and the dividing of blood bags (and thus care) to stretch stocks. **Our strained healthcare system will be burdened with more stress and frustration and will perform with less donor efficiency and reliability.** We already are missing chances to elevate care and save lives prior to a patient's transport to a hospital because we cannot stock ambulances with enough pints of type O whole blood.

We have not experienced this profound, sustained gap in donations for more than a generation. You are the answer that can keep a blood safety net under cancer, trauma, surgery, obstetric and other patients. Please schedule an appointment immediately at 1-877-340-8777 or online at obi.org/need-you-now. Please ask your family, friends, neighbors, co-workers and others to prevent needless suffering and, even, death.

With deepest concern,

John Armitage, MD

Social Media Graphics



While ~~Supplies~~ Last



Talking Points

The blood industry is faced with a problem like we have never seen before.

After months of post-pandemic struggles, our red blood cell supply is drifting into failure.

We're entering a phase where it is possible blood will only be available while supplies last.

Blood is perishable and it lasts just 42 days on the shelf. The blood supply requires constant replenishment.

This difficulty has been worsening despite our continuing, exhaustive efforts to correct the course and educate our community on the need.

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**ONLY YOU
CAN SAVE THE BLOOD SUPPLY**

Drives & Resources

WE NEED YOU.

For a list of
last-minute drives
and other resources:

