

Online Guide

April 2025



**American
Red Cross**

For use April 1-30, 2025

Help amplify messages from American Red Cross social media channels:

Facebook: [American Red Cross Blood Donors](#)

X: [@RedCross](#)

Instagram: [@AmericanRedCross](#)

LinkedIn: [American Red Cross](#)

Post messages on your social media:

The messages and [downloadable graphics](#) below are for use on social networks and may be used to guide online conversations in your own words. Feel free to tag our social media accounts in your posts. Additional timely social content is available in the [Blood Program Leader Updates on RedCrossBlood.org](#).

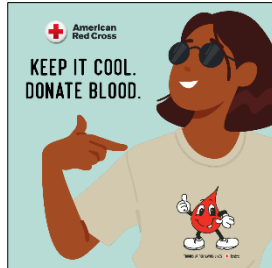


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Post 1:

Help hope bloom this spring by giving blood. Come to give April 1-13 & the Red Cross will say thanks with a \$15 Amazon.com Gift Card by email. PLUS, get a chance at scoring a \$5K gift card when you come give in April. (3 winners!) Book now:

<https://rcblood.org/4b4PsZy>



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Post 2:

Thumbs up for saving lives! Get a classic Red Cross T-shirt when you come to give blood April 14-30, while they last. PLUS, you'll automatically be entered for a chance at a \$5K gift card when you come give in April. Book a time:

<https://rcblood.org/4b4PsZy>



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Post 3:

Help hope bloom this spring! Your blood donation can help patients fighting cancer, undergoing surgeries, facing complicated child births or recovering from traumatic injuries. More donors are needed now. Spring into action and book an appointment:

<https://rcblood.org/donate>



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Post 4:

Conviértete en un héroe, sin importar tu tipo de sangre. Únete a la Cruz Roja y programa tu cita para donar en www.RedCrossBlood.org/espanol. Tu ayuda puede marcar la diferencia y salvar vidas.



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Post 5:

Now's the time to leap into action! The Red Cross needs your help to ensure patients have the blood they count on. Hop to it – schedule an appointment today: <https://rcblood.org/donate>

CUSTOMIZABLE BLOOD DRIVE RECRUITMENT POSTS

The following sample posts can be used to support blood drives in April.



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Post 6 – For drives April 1-13:

Help hope bloom: Join us at our blood drive **<date>**, **<time>**-**<time>**, at **<location>**. All who come out to give blood with the Red Cross April 1-13 get a \$15 Amazon.com Gift Card by email & a chance at a \$5K prize! Book now: <https://rcblood.org/4b4PsZy>



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Post 7 – For drives April 14-30:

Saving lives never goes out of style! Book an appointment at our blood drive **<date>**, **<time>**-**<time>**, at **<location>**. Get a classic Red Cross tee when you come to give, while they last. PLUS, get a chance at a \$5K gift card when you come give in April. Book: <https://rcblood.org/4b4PsZy>