Sickle Cell Disease Awareness Toolkit
Mississippi Valley Regional Blood Center (MVRBC) is the exclusive provider of blood products and services to more than 110 hospitals in Illinois, Iowa, Missouri and Wisconsin. We rely on the generosity of volunteer blood donors and community partners who host mobile blood drives to provide a critical resource for hospitals throughout a four-state service region.

The 501(c)(3) not-for-profit blood center was established in 1974 and operates as Central Illinois Community Blood Center (Springfield, Illinois) and Community Blood Services of Illinois (Champaign-Urbana, Illinois).
Sickle Cell Disease (SCD) affects approximately 100,000 Americans. SCD occurs in about 1 out of every 365 Black or African-American births. SCD occurs in about 1 out of every 16,300 Hispanic-American births. About 1 in 13 Black or African-American babies is born with sickle cell trait (SCT).

Because of abnormal hemoglobin, red blood cells stick together and create a ‘sickle’ shape, which causes pain and health complications. Although there is no cure for Sickle Cell Disease, blood transfusions (supplied exclusively by volunteer blood donors like us!) are a critical part of treatment. Many times, only blood transfusions can relieve the pain and complications that occur during a sickle cell episode.

Reference
GET INVOLVED

GIVE AT A DONOR CENTER
You are not limited to your own space when it comes to hosting a blood drive! Encourage your friends and colleagues to visit one of our donor centers to give, or reach out to local businesses to see if they will host a blood drive.

HOST A MOBILE BLOOD DRIVE
Encourage your organization to sponsor a blood drive! Form a committee, run sign up tables, and host educational opportunities with the Blood Center as a part of your community outreach.

BE AN ADVOCATE
Promote blood drives by recruiting your friends to give. Set goals like sharing on social media, talking with friends, and bringing a group to the blood drive!
SPREAD THE WORD

SHARE WITH SOCIAL MEDIA
Share the message and mission across your personal social media channels. Use our social media graphics to help amplify your message!

SET UP A FACEBOOK EVENT

ADVERTISE INTERNALLY
Does your organization have internal communications, such as a newsletter or intranet website? Send them a pitch about your organization’s upcoming blood drive!

PRESS RELEASE TEMPLATE

VOLUNTEER AND RECRUIT
Set up a table and give snacks to donors or recruit blood donation sign ups with your group!

ONLINE SCHEDULING PORTAL
YOU CAN HELP.
Follow us on social media

TAG US WITH YOUR LIFESAVING DONATION FOR A CHANCE TO BE FEATURED AND HELP US SPREAD THE WORD

@willyougive
Facebook: @mvrbc
YouTube & LinkedIn: MVRBC
Next week [organization/group] will be hosting a blood drive at [location] from [time frame] in partnership with Mississippi Valley Regional Blood Center (MVRBC). Blood is needed by patients at our area hospitals for medical treatments, trauma, and everything in between.

Donating blood only takes an hour of your day, but has the impact of helping many people. Sign up at bloodcenter.org with the sponsor code [sponsor code] or by reaching out to [phone number or email] at [organization]. Anyone who attempts to give will receive a [current donor promotion] courtesy of Mississippi Valley Regional Blood Center. We'll see you there!

[Signature Line]
"Just because I don't look like I'm sick doesn't mean I am not." 
Anyah, Sickle Cell Patient

“My mom started teaching me how to take care of myself when I was younger. I drink plenty of water because the blood doesn’t circulate as well when I’m dehydrated.”

Anyah
Sickle Cell Patient

“What better way can we live than to help others?”
- Shy & Carl

“African-American can help other African-Americans”

“YOU’RE GIVING PEOPLE LIFE”
- Quinn

MORE DIVERSE DONORS ARE NEEDED

FOLLOW US ON SOCIAL

Facebook

Instagram

Twitter

YouTube

Snapchat

LinkedIn
SOCIAL HEADERS & PROFILE

FACEBOOK COVERS

FACEBOOK EVENT COVER

TWITTER COVERS

PROFILE PHOTOS

SET UP FACEBOOK EVENT
You can help spread the word about the importance of giving blood and promote local opportunities to donate. You’ll find images, videos, logos and more in our online newsroom to advertise your blood drive!
ADDITIONAL RESOURCES

- American Sickle Cell Anemia Foundation
- American Society of Hematology
- Center for Disease Control and Prevention
- Sickle Cell Disease Association of America
- Sickle Cell Coalition
- My Sleeves Up
- National Heart, Lung and Blood Institute
- Thalassemia (CDC)
- Thalassemia Foundation
- U.S. National Library of Medicine