



# Give for Texans.



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## Give for Texans Toolkit

**Awareness Materials**

Everyone in our community plays an important role in saving the lives of patients in need of blood transfusions.





# Give for Texans

We are the stewards of the community blood supply for North, Central and East Texas. When you donate blood with Carter BloodCare, you show your commitment to our ongoing mission to save lives.

This toolkit provides you with the necessary resources to share the importance of blood donation with your community. Here, you will find social media graphics, social content examples, videos and other items to support our mission.

## Mission Statement

**We save lives  
by making  
transfusion  
possible.**



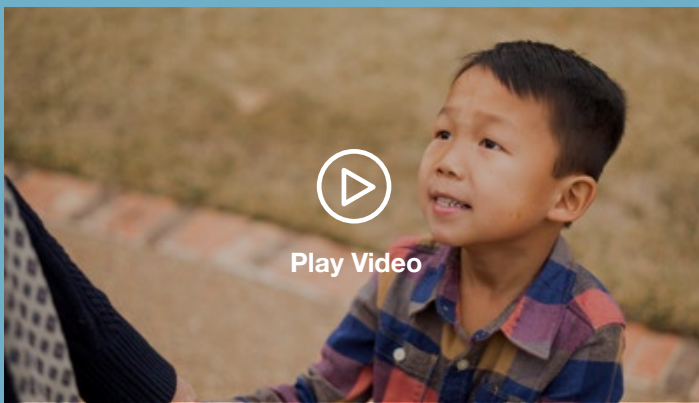
# Digital Assets

## Patient Testimonials

The following videos capture inspiring patient stories. Share these on your social channels to spread awareness about the ways blood donation effects fellow Texans.

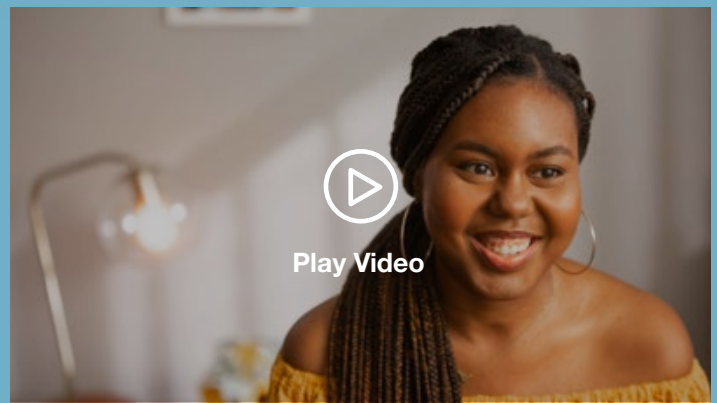
### WEBSITE

[www.CarterBloodCare.org/GiveforTexans/](http://www.CarterBloodCare.org/GiveforTexans/)



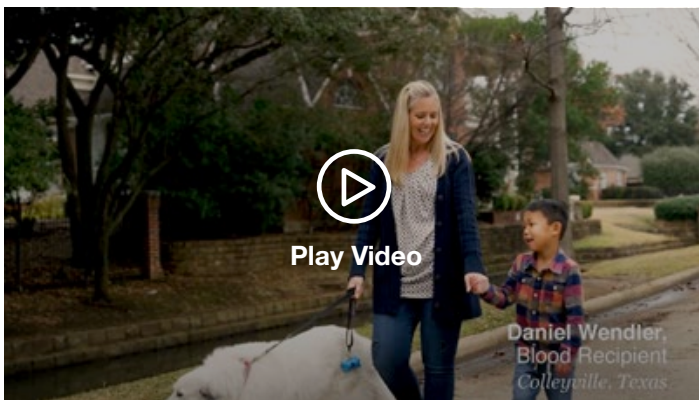
Play Video

**Daniel's Story | Full-length video**  
Daniel Wendler, Blood Recipient | *Colleyville, TX*



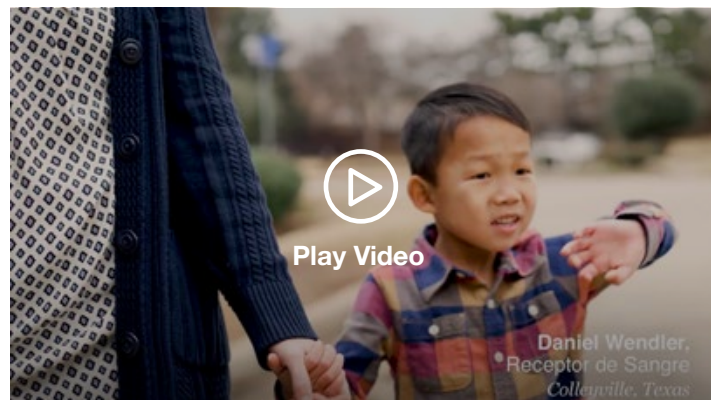
Play Video

**Kelly's Story | Full-length video**  
Kelly Bernard, Blood Recipient | *Bedford, TX*



Play Video

Daniel Wendler | English | 30s version  
1920x1200px



Play Video

Daniel Wendler | Spanish | 30s version  
1920x1200px

# Social Media



Click Images  
to Download

Use the following images to spread general awareness about the importance of blood donation.



Facebook  
360x360px



Instagram  
360x360px



LinkedIn  
300x300px



Twitter  
400x400px



Facebook  
820x312px



Twitter  
1500x500px



LinkedIn  
1128x191px

## Profile Images

Use these in place of your profile picture on social media to spread the word about the need for blood.

## Cover Photos

Use these images on social media as cover photos to create awareness about the need for blood donations.

GIVE FOR TEXANS

# Hashtags

The following hashtags can be used when sharing promotional materials on social media.

- [#GiveForTexans](#)
- [#CarterBloodCare](#)
- [#GiveForLife](#)



# Social Media Posts



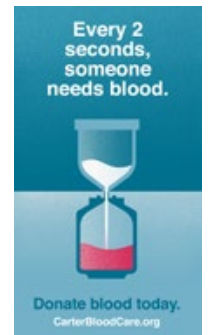
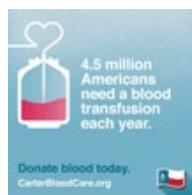
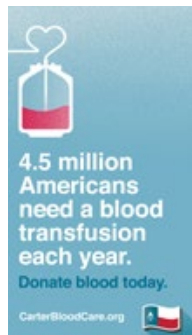
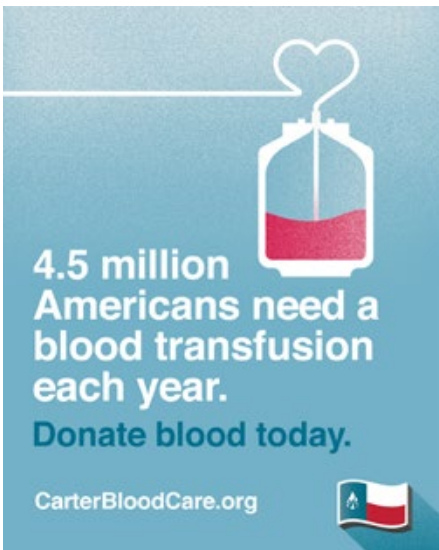
Click Images to Download

Make sure to tag @CarterBloodCare in your caption!



**Post Copy:** When Texans donate blood with @CarterBloodCare, we can make a lifesaving impact across our communities together. Schedule your donation today and #GiveForTexans.

**Post Copy:** Donate blood with @CarterBloodCare and help save the lives of patients in our community. Schedule your donation today and #GiveForTexans.



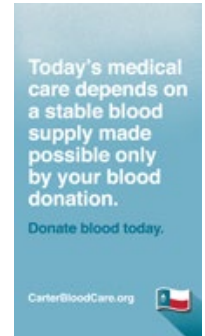
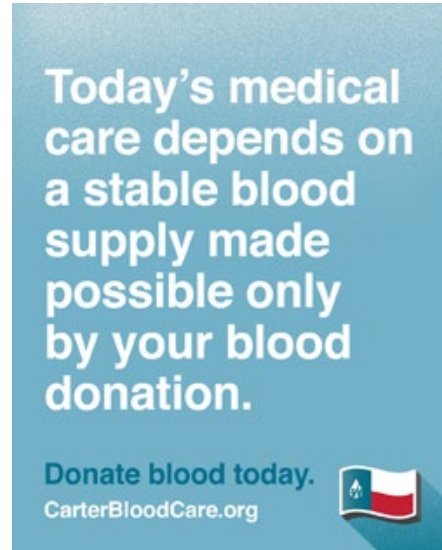
**Post Copy:** The patients at risk could be a lot closer than you think. Schedule your blood donation with @CarterBloodCare today and #GiveForTexans.

**Post Copy:** The need for blood could be in your neighborhood. Schedule your donation today with @CarterBloodCare and #GiveForTexans.

# Social Media Posts

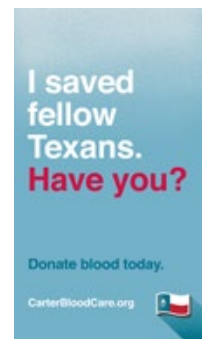
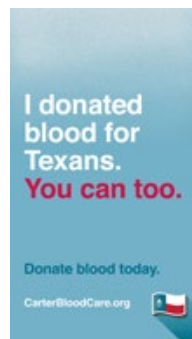


Click Images to Download



**Post Copy:** Becoming a regular blood donor is vital to saving the lives of fellow Texans. Schedule your donation with @CarterBloodCare today and #GiveForTexans.

**Post Copy:** If you are healthy and eligible to donate blood, you can make a life-saving impact in our community. Schedule your donation with @CarterBloodCare today and #GiveForTexans.



**Post Copy:** Join me and schedule your blood donation with @CarterBloodCare to #GiveForTexans today!

**Post Copy:** Have you donated blood recently? Join me and schedule your blood donation with @CarterBloodCare to #GiveForTexans today!

# Flyer



Click Images  
to Download

Print this flyer to share with friends, family and coworkers.  
Encourage them to schedule an appointment to donate blood.



Kelly Bernard  
Blood Recipient  
*Bedford, Texas*

Give for Texans.



**The need for  
blood is local.**

**Schedule your donation today.**  
Call or text 800-366-2834 or visit  
CarterBloodCare.org for more info.



**Carter BloodCare**



# Email Template



Click Images  
to Download

Use this email template when spreading the word about the need for blood donations.

## Example Content

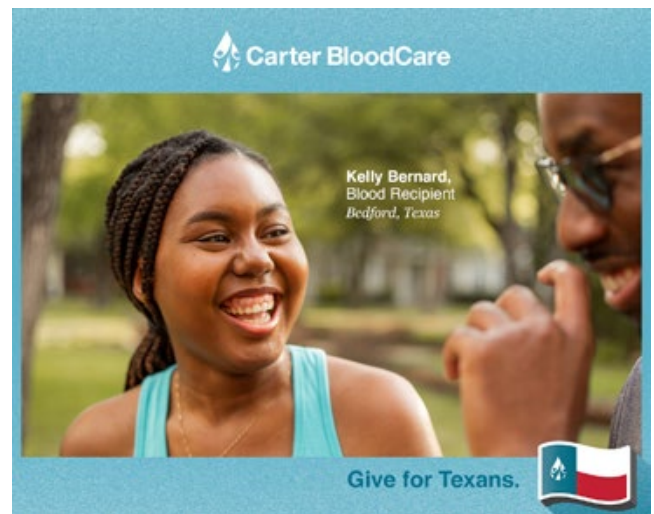
### Texans need blood donations now.

Did you know when you donate blood with Carter BloodCare, your blood goes to a fellow Texan in need?

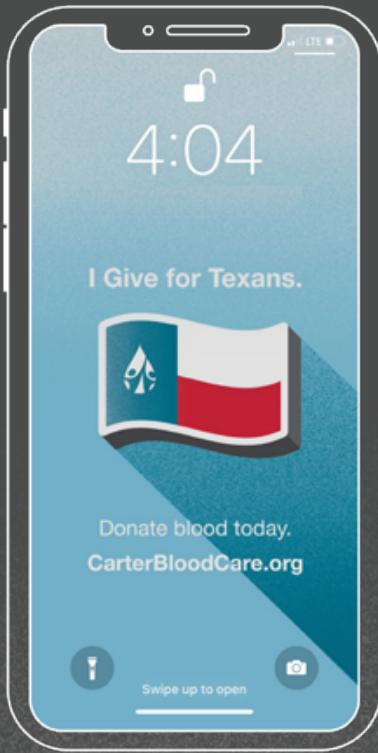
As the community blood center for North, Central and East Texas, the impact your donation makes could be closer than you think. Our community's blood supply needs blood donations and patients need Texans like you.

Join me and schedule your donation today by calling or texting 1-800-366-2834, or visit [CarterBloodCare.org](http://CarterBloodCare.org) to learn more about how you can give for Texans.

## Email Header Image







# Mobile & Desktop Backgrounds



Click Images to Download

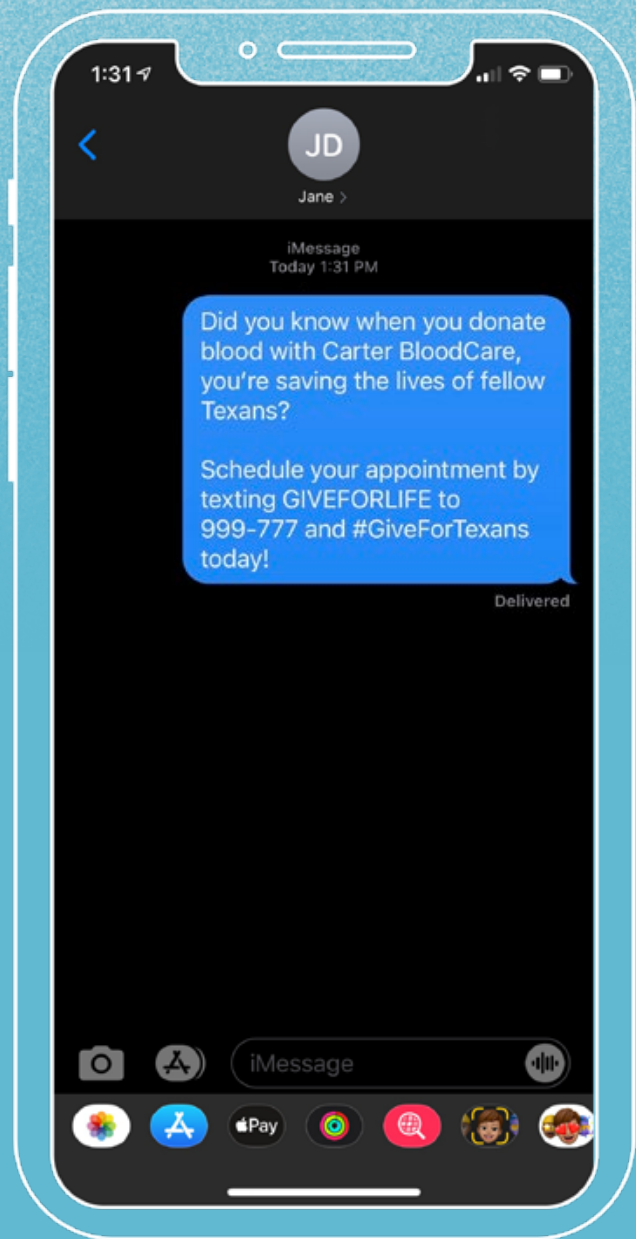
Use the branded backgrounds on your phone or computer to show how proud you are to support blood donation!

# Text Message Content

**Copy and paste this text message to encourage friends, family and coworkers to donate blood with Carter BloodCare.**

Did you know when you donate blood with Carter BloodCare, you're saving the lives of fellow Texans?

Schedule your appointment by texting GIVEFORLIFE to 999-777 and #GiveForTexans today!



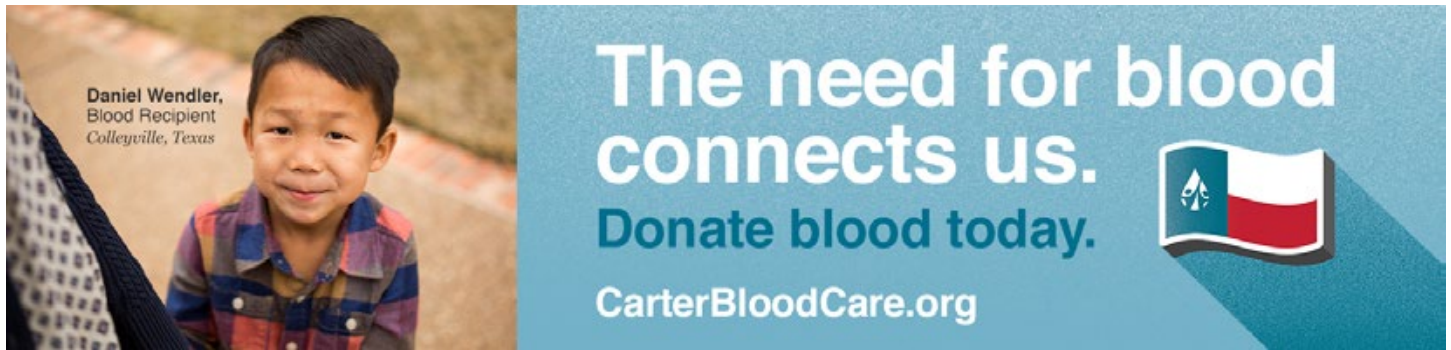


# Website Banner Images



Click Images  
to Download

Use these images on your personal or company website and link directly to Carter BloodCare: [www.CarterBloodCare.org](http://www.CarterBloodCare.org)



## Full-width banner

1440x344px



## Rectangular banner

600x500px

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# Public Relations & Media

## Carter BloodCare Public Relations Contacts

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**Linda Goelzer, APR**  
Director of Public Relations  
o. 817-412-5314  
c. 817-709-9103  
lgoelzer@carterbloodcare.org

**James Black**  
Public Relations Specialist  
o. 817-412-5347  
c. 682-288-1260  
jblack@carterbloodcare.org

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## Carter BloodCare Newsroom

Visit our newsroom for the latest Carter BloodCare news and information across North, Central and East Texas.

[newsroom.carterbloodcare.org](https://newsroom.carterbloodcare.org)

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## Carter BloodCare Logo Files



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## Tell Us Your Story

**How have you, a family member or a friend been affected by the lifesaving gift of giving or receiving blood?**

Carter BloodCare would love to hear from blood donors and transfusion recipients who care to share their stories. There's a non-stop need for blood and your words can inspire others to donate.

[www.carterbloodcare.org/tellusyourstory/](https://www.carterbloodcare.org/tellusyourstory/)





# Thank you, Texans!

On behalf of the patients we serve, thank you for supporting blood donation and for being a champion for Carter BloodCare. Your efforts to spread the word about the need for blood across North, Central and East Texas will make a positive impact on the patients in our community. If you didn't find what you were looking for, please contact us at [marketing@carterbloodcare.org](mailto:marketing@carterbloodcare.org).

If you are interested in learning more about hosting your own blood drive, please email [bookablooddrive@carterbloodcare.org](mailto:bookablooddrive@carterbloodcare.org).

# Quick Links

**WEBSITE**  
[CarterBloodCare.org](http://CarterBloodCare.org)

**INSTAGRAM**  
[@CarterBloodCare](https://www.instagram.com/CarterBloodCare)

**FACEBOOK**  
[@CarterBloodCare](https://www.facebook.com/CarterBloodCare)

**LINKEDIN**  
[@Carter-BloodCare](https://www.linkedin.com/company/Carter-BloodCare)

**TWITTER**  
[@CarterBloodCare](https://twitter.com/CarterBloodCare)

**SCHEDULE AN APPOINTMENT**  
<https://ww2.greatpartners.org/donor/schedules/zip>