



Give for Texans.



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

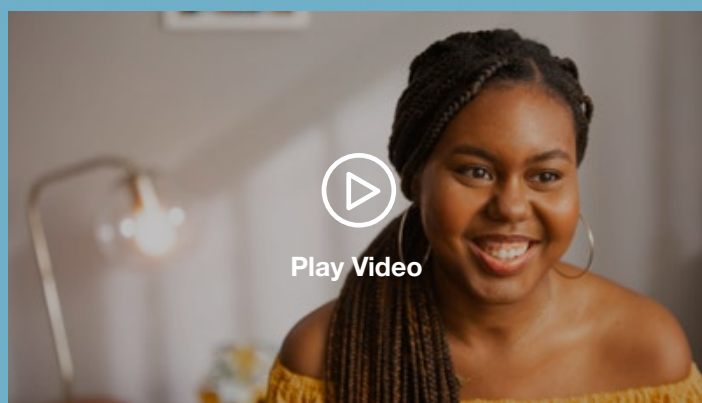
www.CarterBloodCare.org/GiveforTexans/



Play Video

Daniel's Story | Full-length video

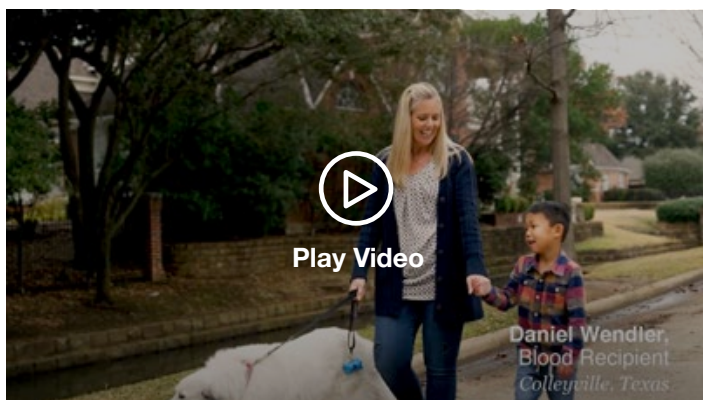
Daniel Wendler, Blood Recipient | *Colleyville, TX*



Play Video

Kelly's Story | Full-length video

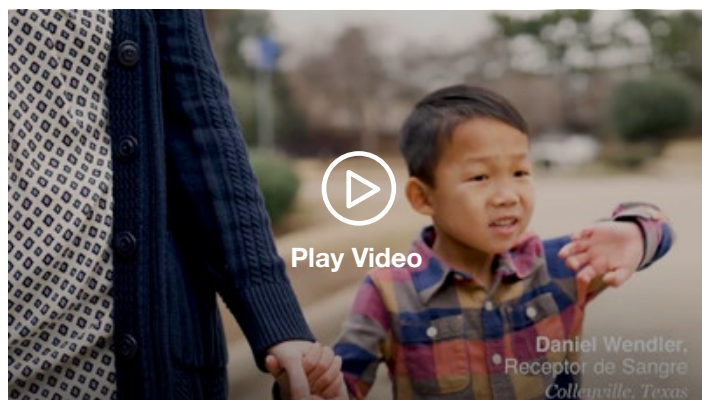
Kelly Bernard, Blood Recipient | *Bedford, TX*



Play Video

Daniel Wendler,
Blood Recipient
Colleyville, Texas

Daniel Wendler | English | 30s version
1920x1200px



Play Video

Daniel Wendler,
Receptor de Sangre
Colleyville, Texas

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](#)

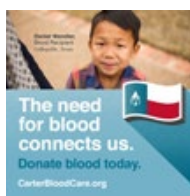
[#GiveForLife](#)

Social Media Posts

Make sure to tag @CarterBloodCare in your caption!

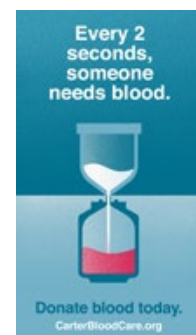
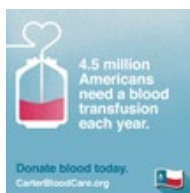
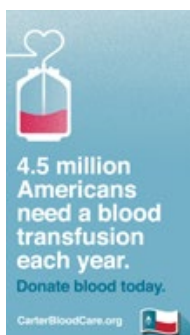
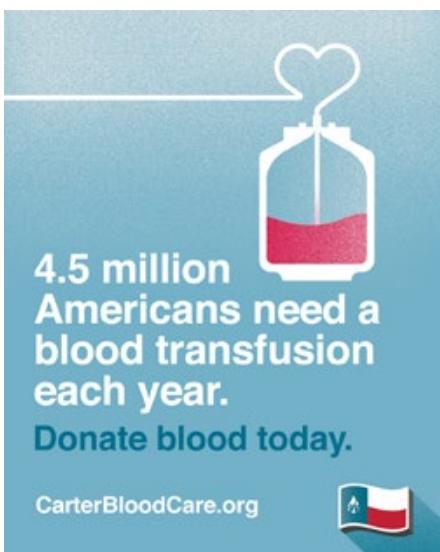


Click Images to Download



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.



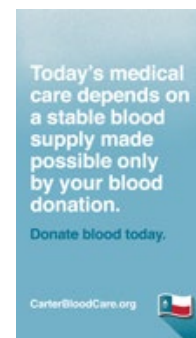
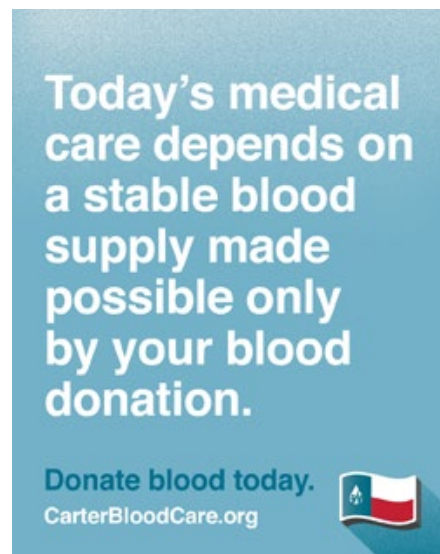
Post Copy: The patients at risk could be a lot closer than you think. Schedule your blood donation with @CarterBloodCare today and #GiveForTexans.

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

Social Media Posts

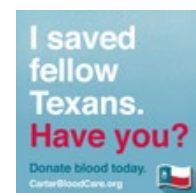
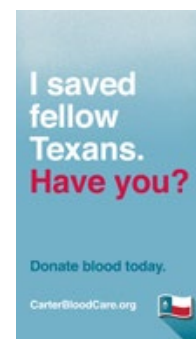


Click Images
to Download



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!

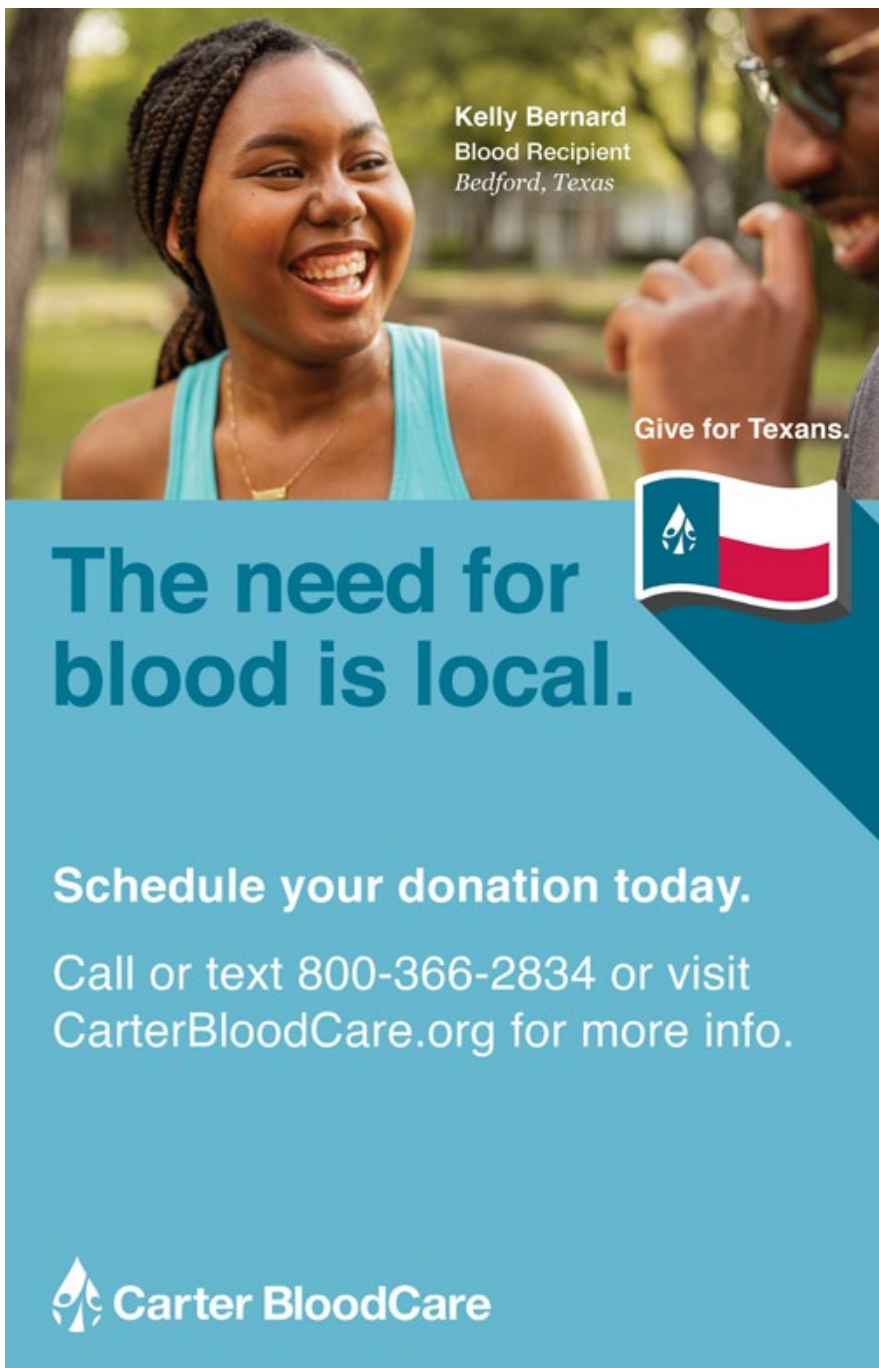
Post Copy: Have you donated blood recently? Join me and schedule your blood donation with @CarterBloodCare to #GiveForTexans today!

Flyer



Click Images
to Download

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

A flyer for blood donation. The top half features a photograph of a smiling woman, Kelly Bernard, with her name and title 'Blood Recipient Bedford, Texas' overlaid. To her right is a man's face. Below the photo is a blue banner with the text 'The need for blood is local.' and a Texas state flag icon. Below the banner, the text 'Schedule your donation today.' is followed by contact information: 'Call or text 800-366-2834 or visit CarterBloodCare.org for more info.' At the bottom is the Carter BloodCare logo.


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

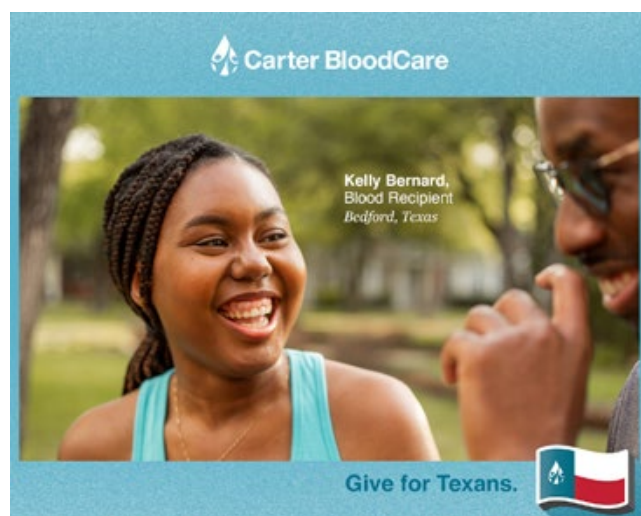
Texans need blood donations now.

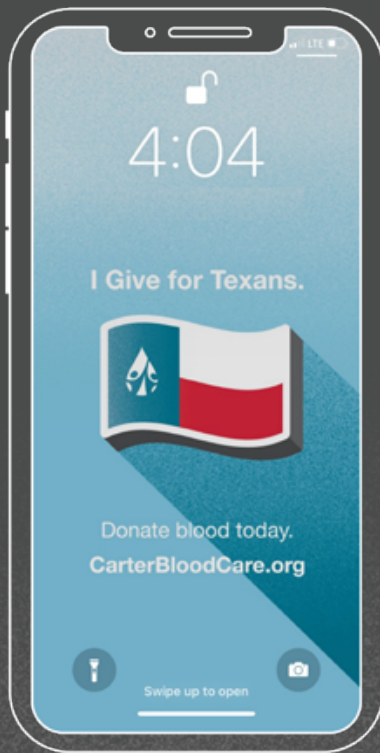
Did you know when you donate blood with Carter BloodCare, your blood goes to a fellow Texan in need?

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 to learn more about how you can give for Texans.

Email Header Image





Mobile & Desktop Backgrounds



Click Images
to Download

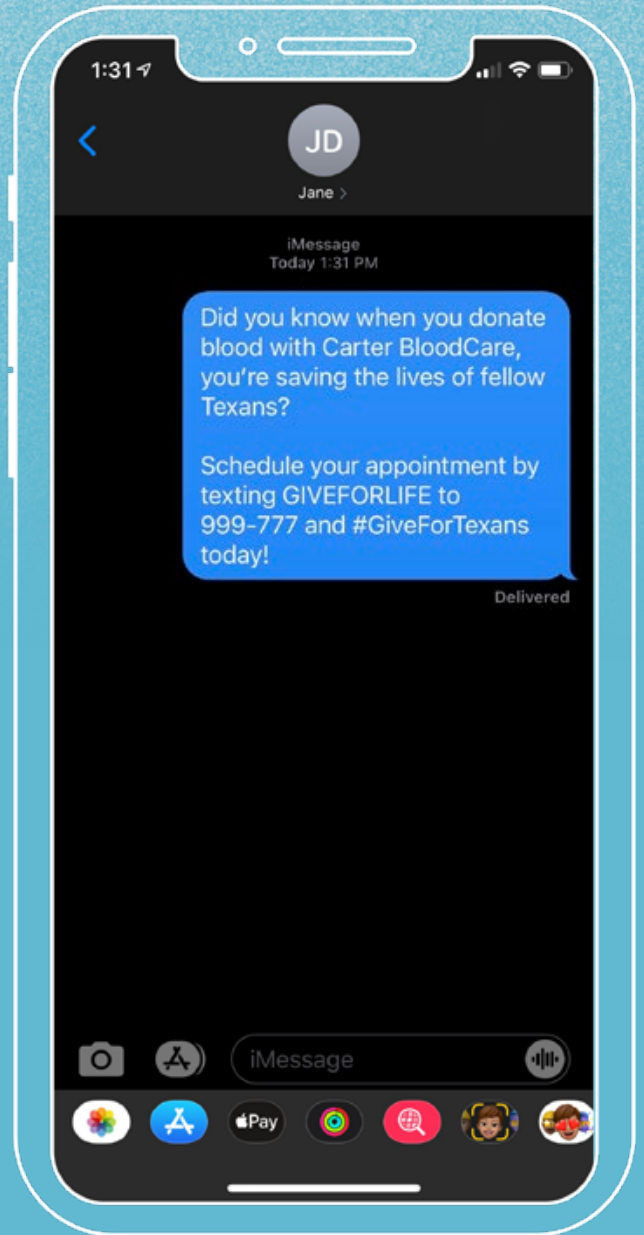
Use the branded backgrounds on your phone or computer to show how proud you are to support blood donation!

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



Full-width banner

1440x344px



Rectangular banner

600x500px

Public Relations & Media

Carter BloodCare Public Relations Contacts

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

Carter BloodCare Newsroom

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

newsroom.carterbloodcare.org

Carter BloodCare Logo Files



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/



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.

If you are interested in learning more about hosting your own blood drive, please email bookablooddrive@carterbloodcare.org.

Quick Links

WEBSITE

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>