



# Influencer SCHOLARSHIP

## Fact Sheet & Reference Tools

Participants will need to include at least one of the following facts in their post, video or general content. These facts can be applied to any of the prompts.

### **Blood Donation Facts:**

- One donation can save up to 3 lives.
- 1-in-7 hospital patients need blood transfusions.
- Every 2 seconds, someone needs blood.
- 4.5 million Americans need a blood transfusion each year.
- Only 3% of eligible Americans donate blood.
- If just 1% more Americans donate blood, shortages would be alleviated.
- 25% of the blood supply is used by patients battling cancer.
- 50 red blood cell units can be used by a person injured in an automobile accident.
- You can donate platelets every two weeks, plasma every four weeks, whole blood every 56 days and double reds every 112 days.
- Carter BloodCare needs to see 1,500 donors per day to meet the local need for blood.
- Carter BloodCare has 25 neighborhood donor centers and hosts 7,000 blood drives per year, so there are plenty of opportunities to donate.
- Carter BloodCare serves 57 counties in North, Central and East Texas.
- Carter BloodCare distributes blood products to more than 200 healthcare facilities.
- Carter BloodCare distributes 440,000 blood products annually.

### **Reference Tools:**

#### **Explaining the donation process:**

If you select the “explain the donation process” prompt, you must follow specific facts. Our website provides the steps for explaining the donation process.

View the exact steps of the donation process to help guide accurate content in your video > [Donation Process](#)

#### **Telling a recipient story or interviewing a donor or recipient of blood products:**

Refer to our website for examples of recipient videos > [Give for Texans](#)