



'TIS THE
Season
TO BE **a DONOR**

Learn how to give back in a big way this holiday season.



Make **blood donation** a priority.

Marketing Toolkit

Revised 12/1/2023

Current Messaging

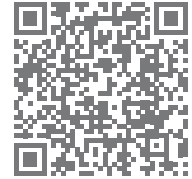
December 1, 2023

Social Media Graphics

Holiday Incentives:



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to download:

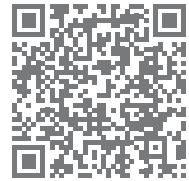


0 Donor Social Graphics:



Social Media Graphics

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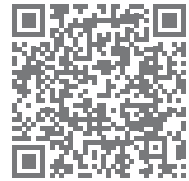


Holiday/Winter Social:



Social Media Graphics

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Help Harvey

Social Media Graphic:



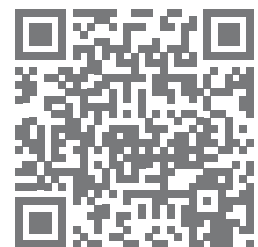
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Youtube Video:



Scan or click
to view:



Donate for Declan

Email Graphic:



Youtube Video:



Scan or click to view:



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Past Messaging

O So Thankful

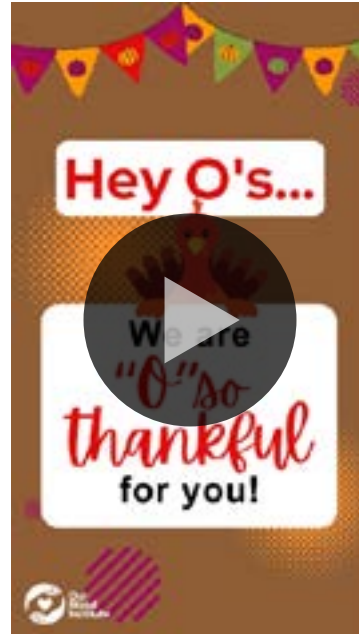
Social Media Graphic:



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Social Media Video:



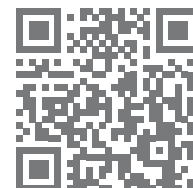
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Social Media Video:

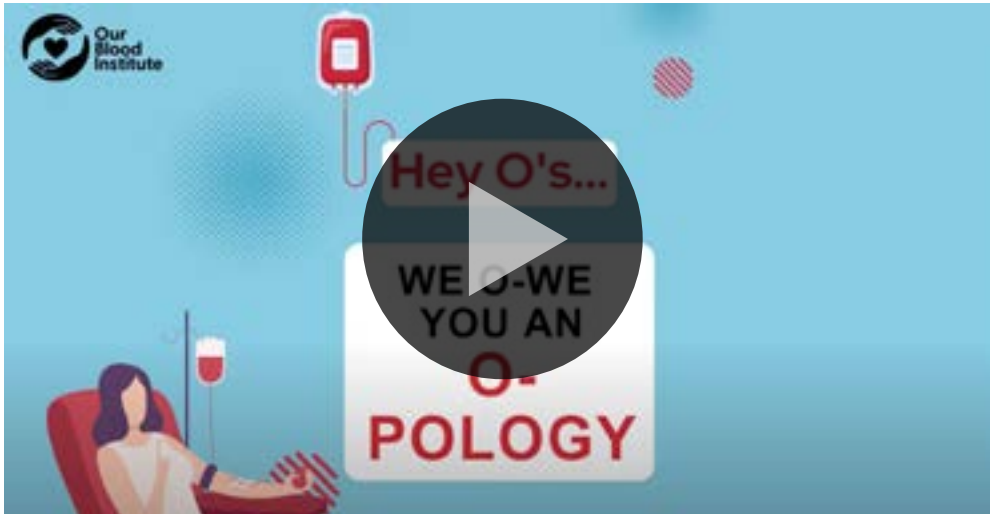


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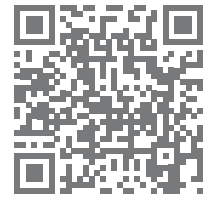


O-pology Video

YouTube video:



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to view:



Social Media Graphics

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to download:



⚠ WARNING
SOMETIMES
STUPID THINGS
HAPPEN

0

DAYS
SINCE
SOMEONE
NEEDED
BLOOD

We've all been there.
Donate today at obl.org.



OW! ****



⚠ WARNING
SOMETIMES
STUPID THINGS
HAPPEN

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Social Media Graphics

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0 DAYS
SINCE
SOMEONE
NEEDED
BLOOD

Donate today at obi.org



100 AVERAGE
NUMBER OF
BLOOD
UNITS USED
BY A CAR
CRASH
VICTIM

Donate today at obi.org



“ IT'S IMPORTANT THAT WE HAVE
THE RIGHT BLOOD SUPPLY
READY TO GO
BECAUSE YOU NEVER KNOW
WHO'S GOING TO NEED IT
OR HOW MUCH YOU'RE
GOING TO NEED. ”

Dr. David H. Chansolme
Physician with INTEGRIS Health
OBI Board of Directors

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Digital Web Banners



0 DAYS
SINCE
SOMEONE
NEEDED
BLOOD

 Our Blood Institute

Donate today at obi.org



100 AVERAGE
NUMBER OF
BLOOD
UNITS USED
BY A CAR
CRASH
VICTIM

 Our Blood Institute

Donate today at obi.org



0 DAYS
SINCE
SOMEONE
NEEDED
BLOOD

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Social Media Graphics

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THINGS YOU CAN LIVE WITHOUT

- spleen
- appendix
- wisdom teeth
- gallbladder
- tonsils
- blood**



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THINGS YOU CAN LIVE WITHOUT

- TikTok
- Netflix
- WiFi
- PS5
- iPhone
- blood**



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THINGS YOU CAN LIVE WITHOUT

- pedicure
- caffeine
- new car
- junk food
- true crime podcasts
- blood**



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THINGS YOU CAN LIVE WITHOUT

- your next DIY
- T Swift tickets
- eyebrows
- in-laws
- mortgage
- blood**



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Social Media Graphics

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imagine
A LIFE
WITHOUT
puppy kisses.
YOUR BLOOD
MAKES IT POSSIBLE.




OBI.ORG

imagine
A LIFE
WITHOUT
the big game.
YOUR BLOOD
MAKES IT POSSIBLE.




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imagine
A LIFE
WITHOUT
that one friend.
YOUR BLOOD
MAKES IT POSSIBLE.




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imagine
A LIFE
WITHOUT
morning coffee.
YOUR BLOOD
MAKES IT POSSIBLE.




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Digital Web Banners



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**YOUR BLOOD
MAKES IT POSSIBLE.**



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imagine
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**YOUR BLOOD
MAKES IT POSSIBLE.**



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to download:



Social Media Graphics



"It's not the end of the world."

But it could be **for her.**

 Save a life. **Donate blood today.** obi.org

Scan or click to download:



"Someone else will do it."

But she **needs you** now.

 Save a life. **Donate blood today.** obi.org



"It's not a big deal."

But it is **to him.**

 Save a life. **Donate blood today.** obi.org

Digital Web Banners

Scan or click
to download:



*"It's not
the end
of the
world."*

But it
could be
for her.



Save a life. **Donate blood today.** obi.org

*"Someone else
will do it."*

But she
needs you
now.



Save a life. **Donate blood today.** obi.org

Awareness Poster

Scan or click
to download:



*"It's not the end of the world."
"It's not a big deal."
"Someone else will do it."*

**There are many ways we talk
ourselves out of donating blood.**

But now, more than ever, we need more people to
say yes to saving lives.

Because, ultimately, it *could* be the end of someone's world,
it *is* a big deal, and if someone else *doesn't* do it – **who will?**

Your donation could be the reason
someone sees tomorrow.

Save a life. Donate blood today.

 **Our Blood Institute**

877-340-8777 • obi.org

Social Media Graphics



The blood supply is limited.
How do you choose?

 **Make blood donation a priority.**

Scan or click
to download:



There's only enough blood for one.
How do you choose?

 **Make blood donation a priority.**



The blood supply is limited.
How do you choose?

 **Make blood donation a priority.**

Social Media Graphics



What if lives depended on your blood donation?

They do.

Make blood donation a priority.



Scan or click to download:



What if lives depended on your blood donation?

They do.

Make blood donation a priority.




Digital Web Banners

Download
these images:




Lives depend on you.
DONATE BLOOD TODAY.

 Our Blood Institute obi.org



Lives depend on
your blood donation.
DONATE TODAY.

 Our Blood Institute obi.org

Awareness Poster

Scan or click
to download:



The blood supply is limited.
How do you choose?

We don't have to if you make
blood donation a priority.

When the blood supply is low, choices have to be made.
That choice could involve you or someone you love,
which is why it's important to have enough
blood donors to keep up with the need.

This is **OUR** community.
And **OUR** responsibility.

Donate today to prevent yourself
and your family from being at risk.

877-340-8777 • obi.org



Social Media Graphics



While ~~Supplies~~ Last



Scan or click
to download:



~~Limited~~ Availability



~~Scarce~~ Resource



Digital Web Banners

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Drives & Resources

WE NEED YOU.

For more resources
scan or click here:

