



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

Make blood donation a priority.



Marketing Toolkit

Revised 11/2/2023

Current Messaging

September 1, 2023

Social Media Graphics

Scan or click
to download:



▲ WARNING
SOMETIMES
STUPID THINGS
HAPPEN

DAYS
SINCE
SOMEONE
NEEDED
BLOOD

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



OW! ****



▲ WARNING
SOMETIMES
STUPID THINGS
HAPPEN

DAYS
SINCE
SOMEONE
NEEDED
BLOOD

We've all been there.
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Social Media Graphics

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1 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

Donate today at obi.org



Digital Web Banners



**DAYS
SINCE
SOMEONE
NEEDED
BLOOD**

 Our Blood Institute

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100

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

 Our Blood Institute

Donate today at obi.org



**DAYS
SINCE
SOMEONE
NEEDED
BLOOD**

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 Our Blood Institute

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Past Messaging

Social Media Graphics

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to download:



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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to download:



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.**



 **OBI.ORG**

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



 **OBI.ORG**

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



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Digital Web Banners



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morning coffee.

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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

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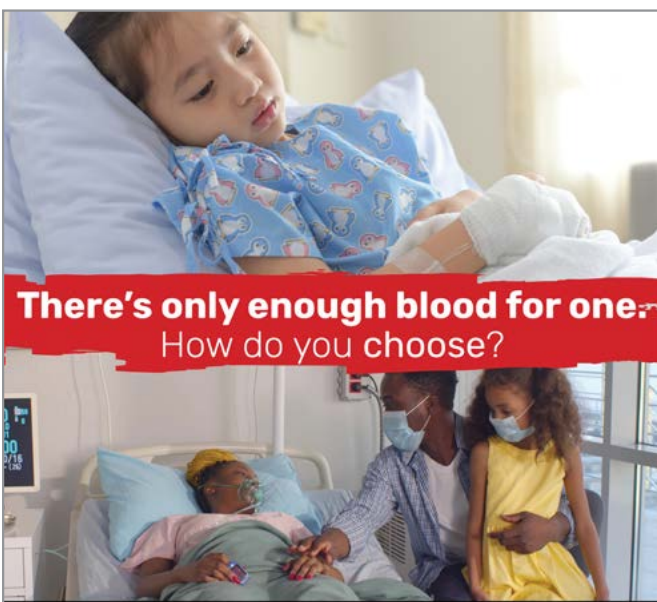
Social Media Graphics




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.

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Social Media Graphics



While ~~Supplies~~ Last



Scan or click
to download:



~~Limited~~ Availability



~~Scarce~~ Resource



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**While
SUPPLIES
LAST**



**While
SUPPLIES
LAST**

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**ONLY YOU
CAN SAVE THE BLOOD SUPPLY**



Our Blood Institute

**ONLY YOU
CAN SAVE THE BLOOD SUPPLY**

Drives & Resources

WE NEED YOU.

For more resources
scan or click here:

