Our Blood Institute

Hello Parent/Guardian -

Thank you for giving permission for your high schooler to donate. By giving blood, young people create personal assets that can be valuable in their future. As a volunteer activity, it stands out on resumes and applications as a high impact, widely admired contribution. Because there are 30 million plus donors in America, it can also provide personal connection with a job screener, admissions staffer, or interviewer who happens to have given blood, too.

More ways open to teenagers to claim success, grow skills, and build their own brands with Our Blood Institute are listed below:

1. **List blood donation as a volunteer activity**. Community spirit, engagement, self-sacrifice, compassion, generosity, bravery, and many other good qualities are signaled by this behavior. Adding one's blood group can personalize the involvement further.
2. **Earn the "honor cord" award from our blood center** for giving 6 times before you graduate high school. Our Blood Institute tracks and recognizes individual students as award winners. Often local high schools support this achievement as part of their graduation ceremonies.
3. **Volunteer on the school's blood drive committee** to learn job skills. A well-run blood drive requires teamwork, goal-setting, planning, logistics, delegation, marketing, sales, customer service, crowd management, medical knowledge, adaptability and other talents.
4. **Volunteer as a Drive Influencer**. Students can work with our community relations team to influence their peers and online followers to save lives by giving blood.
5. **Write about blood donation as an application essay topic.** Giving blood supplies rich material through which to discuss one's personal motivations, "day of" experiences, and subsequent impacts and learnings.
6. **Highlight fundraising successes for school or community charities** earned by recruiting blood donors via **Donable Cares**, a platform that crowdsources appointment setting to produce joint wins for our blood mission and other good causes.

I hope this message helps your young hero maximize the returns from his or her donation of blood and engagement with our mission. Please feel free to contact us if you would like more information about the importance of blood donation, especially as a character building, community lifting behavior.

Sincerely,

John Armitage, M.D.
President and CEO