

Blood Advocacy Week is a new initiative of America's Blood Centers that will bring together members of the blood community, legislators, agency decisionmakers, advocates, providers, patients, and more to learn about and advance policies that promote the value of blood to patients, communities, and our healthcare system. This week is designed to allow organizations inside and outside the blood community to participate, raise our collective voices, and make clear that each one of us are impacted by the lifesaving power of blood donation. Find the fit that's right for you:

## ADVOCACY PARTNER

Advocacy Partners are those organizations that share a commitment to expanding education and awareness during Blood Advocacy Week about the unique value of blood to patients, communities, and the healthcare system. As an Advocacy Partner, you will play a key role in demonstrating support for the importance of blood and advancing the policy goals of this important week.

### As an Advocacy Partner, you are supporting the blood supply by:

- ✓ Sharing provided Blood Advocacy Week content across your social media channels
- ✓ Encouraging your membership to attend Blood Advocacy Week events
- ✓ Demonstrating support for Blood Advocacy Week policy issues and priorities

## GOVERNMENT PARTNER

Government partners are essential in maintaining a safe and reliable blood supply. They work to support the blood supply during Blood Advocacy Week and every week, and we thank them for advancing the value of blood to patients, communities, and the healthcare system.

## POLICY CHAMPION

Policy Champions are legislators who have demonstrated their support for the advocacy goals of Blood Advocacy Week. We thank these individuals for their commitment to advancing the value of blood to patients, communities, and the healthcare system.

### As a Policy Champion, you are supporting the blood supply by:

- ✓ Introducing or co-sponsoring legislation that advances the policy goals of Blood Advocacy Week
- ✓ Signing on to letters of support for key Blood Advocacy Week priorities
- ✓ Publicly sharing information with constituents about the importance of donating blood and the need for a diverse and robust blood supply

There is no cost to be an Advocacy Partner, Government Partner, or a Policy Champion. To learn more about these opportunities, email [BloodAdvocacyWeek@Americasblood.org](mailto:BloodAdvocacyWeek@Americasblood.org).

Founded in 1962, America's Blood Centers is the national organization bringing together community-based, independent blood centers. Its member organizations operate more than 600 blood collection sites providing close to 60 percent of the U.S., and a quarter of the Canadian, blood supply.

## MORE INFORMATION

To learn more about Blood Advocacy Week, visit [www.BloodAdvocacyWeek.org](http://www.BloodAdvocacyWeek.org)  
To learn more about America's Blood Centers, visit [AmericasBlood.org](http://AmericasBlood.org)