

TOGETHER WE
~~CANCER~~
DO SOMETHING.
GIVE BLOOD

In Honor of Childhood Cancer Awareness Month



CHILDHOOD CANCER AWARENESS MONTH TOOLKIT



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CUSTOMIZABLE RESOURCES

September is Childhood Cancer Awareness Month, the annual time when many organizations honor children and survivors affected by pediatric cancer and encourage research about and treatment of this disease. According to the National Cancer Institute, more than 15,000 children and adolescents are diagnosed with cancer each year in the United States. These patients can often require regular blood products during their treatment, which could include chemotherapy and surgery, as well as to mitigate complications. The following customizable resources have been developed for members as they seek to encourage eligible donors to give blood during this month:



EMAIL COPY

Download this customizable email copy to encourage donors to commit to giving blood and scheduling an appointment to help ensure that childhood cancer patients have access to the lifesaving care and treatment they need.



MEDIA ADVISORY

Download this customizable advisory to highlight National Childhood Cancer Awareness Month and the important role of blood products. It encourages media to ask eligible individuals to donate blood in honor of patients currently battling cancer or those who have lost their battle.



SOCIAL MEDIA COPY

Download customizable copy for your social media channels that encourages local donors to #GoGold and #GiveBlood. It also highlights Jared, a cancer survivor who needed blood transfusions during treatment. Note that you can replace his story with a patient's from your community.



CUSTOMIZABLE IMAGES

Download images for your emails and social media channels to promote National Childhood Cancer Awareness Month and encourage eligible individuals to give blood. They highlight the story of Jared, a cancer survivor who relied on blood transfusions during treatment. Note that you can replace his story with a patient's from your community.



CONTACT INFORMATION

 (202) 393-5725

 info@adrp.org

 www.ADRP.org

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