

# NHS BLOOD STOCK TOOLKIT



Blood and Transplant

**WE ARE NHS BLOOD AND TRANSPLANT**

**EVERY DAY WE HELP PEOPLE DO SOMETHING  
EXTRAORDINARY - DONATE BLOOD**

**Caring Expert Quality**

# THANK YOU



**Blood and Transplant**

**Jo Farrar, Chief Executive – NHS Blood and Transplant**

"On behalf of NHS Blood and Transplant, I want to thank you for your support during this unprecedented stock shortage.

Your commitment exemplifies the vital role businesses play in supporting the NHS and fostering a culture of giving within an organisation.

As a leading employer with a large workforce, we need you to help save lives through helping to facilitate blood donations from your employees during this challenging period.

Your support is essential in raising awareness about our urgent need for more blood donors and encouraging your employees to donate, ultimately saving and improving lives."



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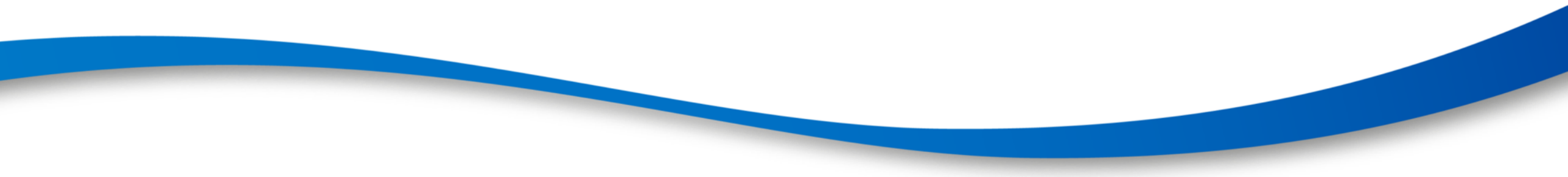
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# THE BLOOD STOCK CHALLENGE



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The main barriers of blood donation are **time**, **awareness** and **knowledge** of donation locations.

**We need your help to overcome these challenges.**

By sharing our message, you can educate employees about the importance, process, ease of donating and signpost them to their closest donation centres, which are often closer than people think!

We need people to donate between **10am and 4pm on weekdays**, when appointment availability is highest.

By allowing your employees to donate during these hours, you can significantly contribute to the NHS's need for approximately **5,000 units of blood daily**, ensuring hospitals receive the blood they need for patients.

Your support will not only address this urgent need but also foster a lasting culture of blood donation within your organisation, positively impacting public health.

**In just 1 hour, an employee can save up to 3 lives.**

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# HOW YOU CAN HELP RAISE AWARENESS

Our campaign toolkit is designed to equip you with supporting the blood stock challenge.

It outlines **four key-ways** you can support, which you can tailor to your organisation:

1. **Share** urgent message with employees
2. **Allow staff time** to donate blood
3. **Use** our blood donation counter to **measure your life-saving impact**
4. **Host** donor recruitment events.

All resources are provided to help you amplify our message and engage your audience.

The toolkit includes marketing assets, key messages, step-by-step instructions, social media tips, and email templates



# CAMPAIGN TOOLKIT

We have a **suite of assets and content available** for partners to use free of charge to increase awareness around the urgent need for new donors.

The assets and content in this toolkit can be shared across your employee network and distributed through your existing comms channels including:

- Content in company newsletters
- Posters across communal spaces
- Promotion across internal intranet platforms and channels



# THE BENEFITS OF SUPPORTING

Donating blood is a rewarding experience that enables individuals to give back, save lives and also contribute to an urgent national need.

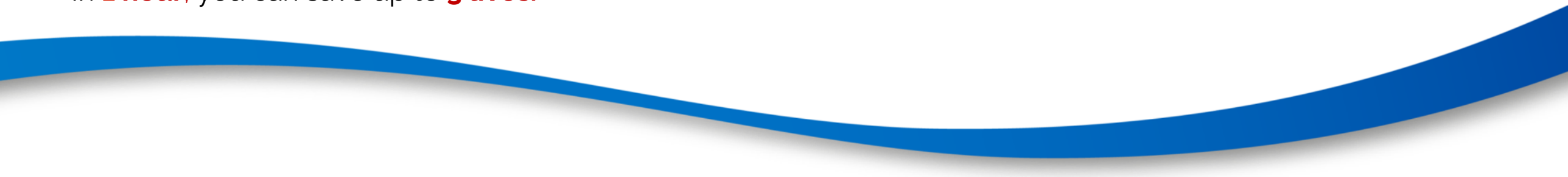
By working together as an ongoing strategic partner of NHSBT, you can benefit from:

Association with a **nationwide NHS campaign**, contributing to efforts to ensure all patients receive the blood they need, when they need it

Opportunity to demonstrate **the impact your organisation is having** on a crucial blood stock shortage during a high-profile moment of need (e.g. our employees saved x lives)

Access to a suite of readily available **creative assets** for all your channels

Opportunity to build on existing **employee benefits** through associated volunteer days, promotion and association of blood donation, including recruitment events

- In 2023, **1.44 million blood donations** were made by **785,000 amazing individuals**.
  - This year, the NHS needs **140,000 new first-time donors**.
  - To ensure our donor base reflects the diversity of modern Britain, we need **12,000 new Black heritage donors**.
  - Sickle cell is the UK's fastest-growing genetic disorder, and many patients require regular blood transfusions. For the best treatment, patients benefit from blood donors of the same ethnicity.
  - **O negative** is the universal blood type, crucial in emergencies or when a patient's blood type is unknown. Although only **8%** of the population has O negative, it accounts for **15%** of hospital orders.
  - There are **27** permanent blood **donation centres** across the country, with the most appointments for donors in **Birmingham, Bristol, Leeds, Manchester, Sheffield, and London**.
  - In **1 hour**, you can save up to **3 lives**.
- 

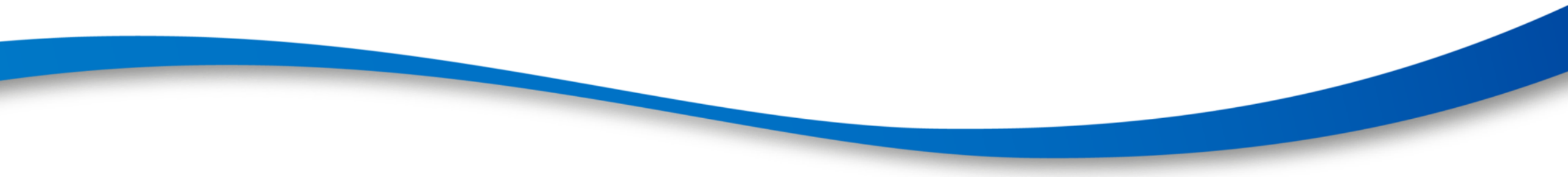


# **KEY MESSAGING & COPY**

# KEY MESSAGING AND COPY

## Key messages:

Use these suggested social media posts alongside the social media graphics provided in this toolkit, to raise awareness on your social media channels and encourage your employees to donate blood.

- **Stock appeal:** It's in your blood to save lives. Blood stocks are currently low.
  - We urgently need more O negative blood donors. If you're the giving type, book now at **blood.co.uk**.
  - In 1 hour, you could help save up to 3 lives. Are you the #GivingType? Book now at **blood.co.uk**.
  - Give just 1 hour to save 3 lives. Book now at **blood.co.uk**.
  - Every day blood is needed to save lives. It is used in life-threatening emergencies, to combat cancer, fight sickle cell or provide lifesaving medicines to help baby's hearts to continue to beat.
  - Did you know: O negative is known as the universal blood type as it can be given to almost anyone - it is vital in emergencies. Just 8 per cent of the population have it but it accounts for 15 per cent of hospital usage.
  - A survey carried out by NHS Blood and Transplant showed that 43 per cent of all donors would be more likely to donate blood if given time off to do so by their employer. Here at <company name> we're proud to support Donate Breaks, giving staff time off to donate blood during the workday.
- 

# KEY MESSAGING AND COPY



**Blood and Transplant**

## **Newsletter/Intranet Copy:**

Blood is a vital resource for hospitals, used in transfusions and medical treatments to save and improve patients' lives every single day. Just one donation can save up to three lives.

Since the NHS moved to an Amber Alert for blood stocks in July 2024, England has remained at this level for low stocks of O negative, O positive, A positive and Ro blood types. This highlights the urgent need for blood donations to support patients in critical care, including those undergoing surgery, cancer treatment or childbirth.

It is essential that enough donors come forward now to keep blood supplies at safe levels throughout the year.

If you don't already have an appointment, please book one today. If you've never donated before, now is the perfect time to start.

The NHS needs around 5,000 units of blood every day to meet patients' needs. While the response to the Amber Alert has helped maintain stock levels, blood has a shelf life of just 35 days, meaning it must be regularly replenished.

There's an urgent need for existing donors to keep donating, and for new O negative donors and donors of Black heritage to come forward.

**If you're the giving type, donate at your local <city/town name> Donor Centre.**

Book an appointment at [blood.co.uk](https://www.blood.co.uk)

A thick, solid blue line that starts on the left, dips down into a wave, and then rises towards the right, spanning the width of the page at the bottom.

# DONATE BREAKS

## Background:

A recent NHSBT survey of over 3,000 donors found that 43% would be **more likely to donate blood if their employers allowed time off for donations.** This figure rose to 65% for those aged between 25-44.

In response to the blood stock shortage, the NHS is urging organisations to allow "Donate Breaks" during work hours, so employees can attend blood donation appointments during 10am and 4pm on weekdays when donor centres have more capacity.

By offering "Donate Breaks," companies can make a life-saving difference by supporting the NHS and boost employee morale by providing meaningful opportunities for staff to contribute to saving and improving lives.



# KEY MESSAGING AND COPY: DONATE BREAKS



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## Suggested social posts:

### Organisation internal messaging:

We're proud to support Donate Breaks, giving staff time off to donate blood during the workday. Take time on <company name> and help save lives — book your appointment today at [blood.co.uk](https://blood.co.uk). By offering Donate Breaks during the working day, we are helping the NHS prevent shortages of blood throughout the year.

### Organisation external messaging:

(Organisation name/We) are an organisation that saves lives by allowing our staff to take Donate Breaks to give blood. Be an employer who is part of something special—learn how you can support blood donation and make a difference.

Visit [Partners - NHS Blood and Transplant](#)

#GiveBlood #Donate Breaks

### Employee external:

I'm proud to work for an organisation that supports Donate Breaks, giving me the chance to give blood and help save lives—all during my working day.

Join me and book your appointment today at [blood.co.uk](https://blood.co.uk).

#GiveBlood #Donate Breaks

A thick, solid blue wavy line that curves across the bottom of the page, starting from the left and ending on the right.

# ADDITIONAL TOOLS

# BLOOD DONATION COUNTER

We've developed a counter to help employees track their incredible contributions to blood donation and the lives they've saved. This counter gives your organisation the opportunity to celebrate staff achievements whilst highlighting the life-saving impact of these donations. In just a few short months, 460 employees from supporting partners have registered their donation, saving 1,380 lives.

## How to use the tool:

- Supporting organisations will share a unique link to the counter, provided by 23red, with their employees.
- After giving blood, employees can click a button to record their donation.
- Once recorded, the counter updates totals to display the number of donors and the potential lives your company has saved through blood donations!





# WHAT'S YOUR BLOOD TYPE?

**Most people discover their blood type when they first donate blood, but you can learn yours beforehand.**

Host a “What's Your Blood Type?” event at your office to encourage staff to register as blood donors, where they will receive a free blood type test. \*Criteria applies

## How It Works:

- **Registration:** Before the test, we'll check if you're eligible to donate blood. If you meet the criteria, we'll register you as a future blood donor.
- **Test:** The test takes about 5 minutes and only needs a few drops of blood from your finger—no big needles, we promise!
- **Learn About Impact:** After the test, you'll learn your blood type, how blood donations save lives and the difference our donors make.
- **Book:** Once the test is done, we'll book your appointment to donate at your nearest donor centre.



**Event Timelines:** The team is currently planning events two months in advance. We will do our best to accommodate anyone interested in hosting an event.



# ANOTHER BLOODY MEETING: Promoting What's Your Blood Type Events

For organisations hosting a "What's Your Blood Type?" event, we're excited to offer a suite of unique internal assets to promote it to your employees,

Using a relatable workplace frustration at most organisations, we'll deliver the urgent blood message in a memorable way.

**Another Bloody Meeting**, will break through any apathy and encourage staff members to donate blood.

And it all starts with a meeting invite...

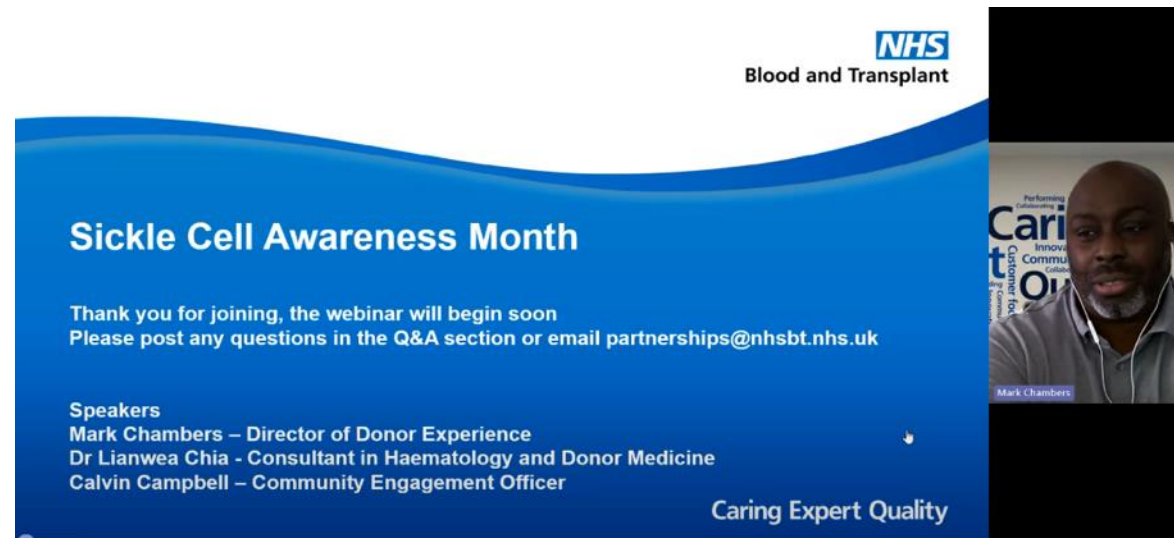



# WEBINAR

We also offer webinars to help organisations to **educate employees about blood donation.\***

Our sessions will cover:

- An introduction to blood donation
- The importance of donating blood
- How individuals can make a difference
- Personal stories from people who have received blood transfusions

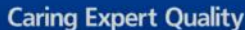


 Blood and Transplant

## Sickle Cell Awareness Month

Thank you for joining, the webinar will begin soon  
Please post any questions in the Q&A section or email [partnerships@nhsbt.nhs.uk](mailto:partnerships@nhsbt.nhs.uk)

**Speakers**  
Mark Chambers – Director of Donor Experience  
Dr Lianwea Chia - Consultant in Haematology and Donor Medicine  
Calvin Campbell – Community Engagement Officer

 Caring Expert Quality

Mark Chambers

\*Webinar delivery based on confirmed attendee size and team availability.

# LONG TERM PARTNERSHIPS

# BUILDING LONG TERM PARTNERSHIPS

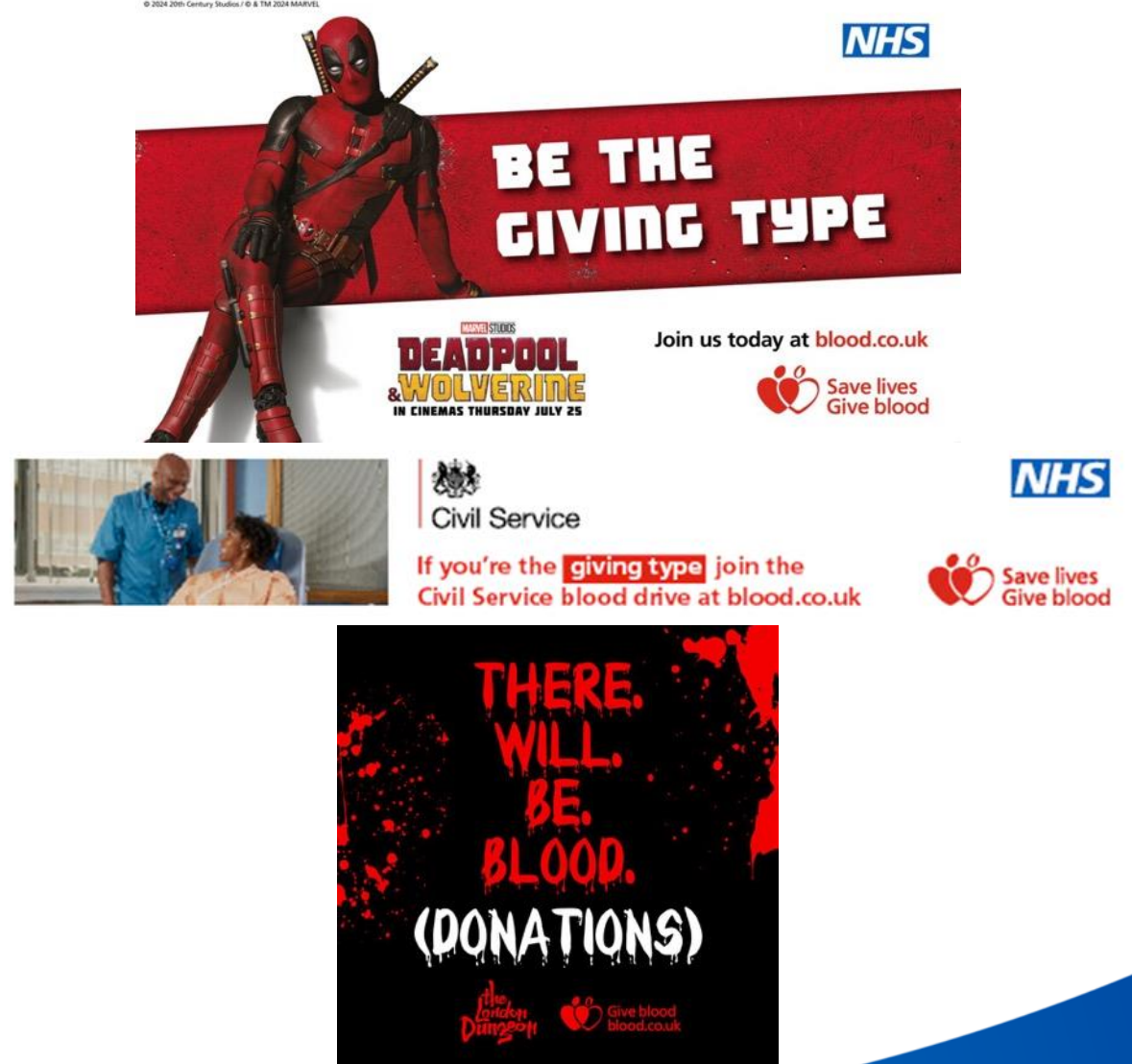
NHS

Blood and Transplant

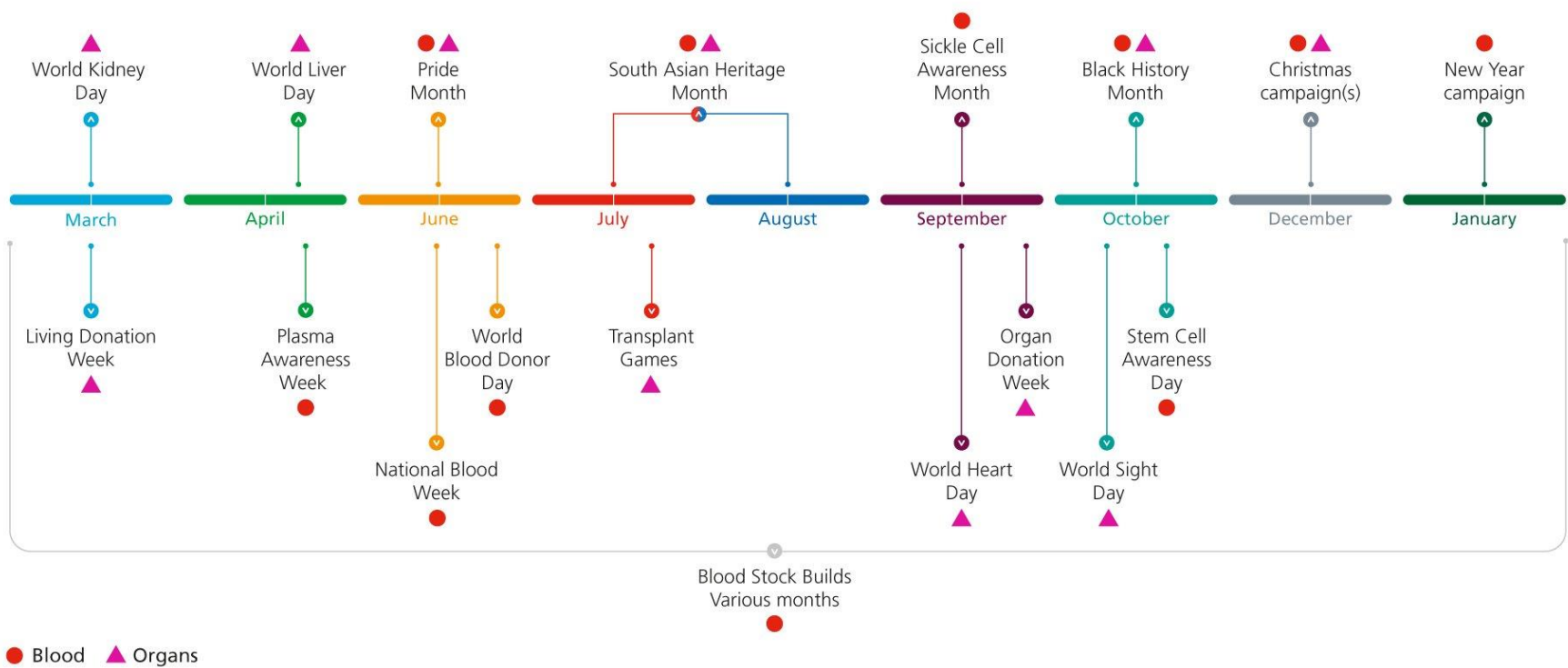
We are also looking to build long-term and strategic partnerships with organisations that can help us to unlock new audiences and continue to grow the existing donor database in line with NHS requirements.

These partnerships provide an opportunity to:

- **Reach new audiences** through partner platforms, such as our work with London Dungeons, which encouraged visitors to give blood
- Co-create content to **inform, educate and increase awareness** around the need for new blood donors, such as our partnership with Disney and Deadpool, which reminded fans that not all heroes wear capes
- **Encourage new and lapsed donors to register and donate blood**, by sharing reminders for employees to donate between 10am – 4pm on weekdays, in line with key NHSBT moments



# OUR CAMPAIGN YEAR



**ASSETS**

**Caring Expert Quality**

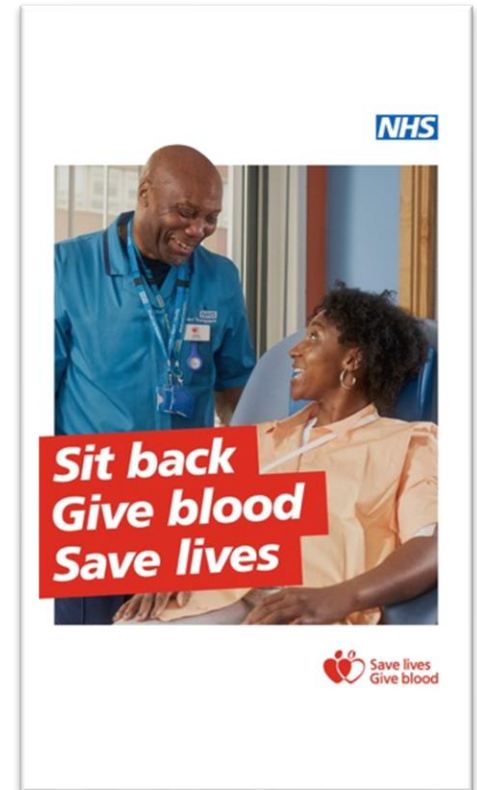


# AVAILABLE ASSETS

## Social Media Graphics 9x16

Download here:

[https://23red.egnyte.com/fl/omewKYOTAe/Social\\_images\\_](https://23red.egnyte.com/fl/omewKYOTAe/Social_images_)



# AVAILABLE ASSETS

## Social Media Graphics 1x1

Download here:

[https://23red.egnyte.com  
/fl/omewKYOTAe/Social\\_  
images\\_](https://23red.egnyte.com/fl/omewKYOTAe/Social_images_)





# AVAILABLE ASSETS

## Social Media Graphics 16x9

Download here:

[https://23red.egnyte.com  
/fl/omewKYOTAe/Social\\_  
images\\_](https://23red.egnyte.com/fl/omewKYOTAe/Social_images_)



# AVAILABLE ASSETS



Blood and Transplant

## Email Header

Download here:

[https://23red.egnyte.com/fl/qBDgg3jpdv/Email\\_headers\\_](https://23red.egnyte.com/fl/qBDgg3jpdv/Email_headers_)



# AVAILABLE ASSETS

## Donate Breaks: Social Media Graphics 1x1

Download here:

[https://23red.egnyte.com/fl/omewKYOTAe/Social\\_images\\_](https://23red.egnyte.com/fl/omewKYOTAe/Social_images_)



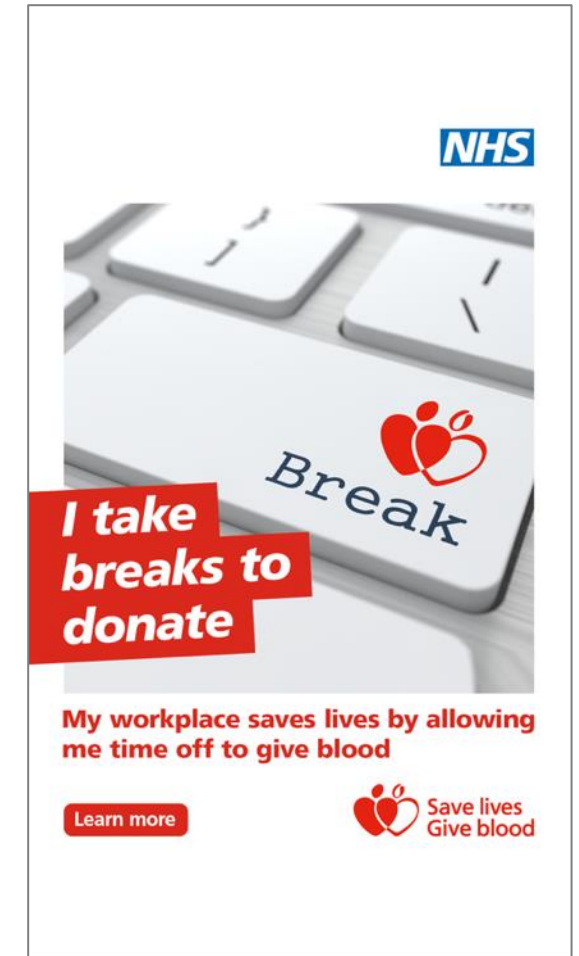
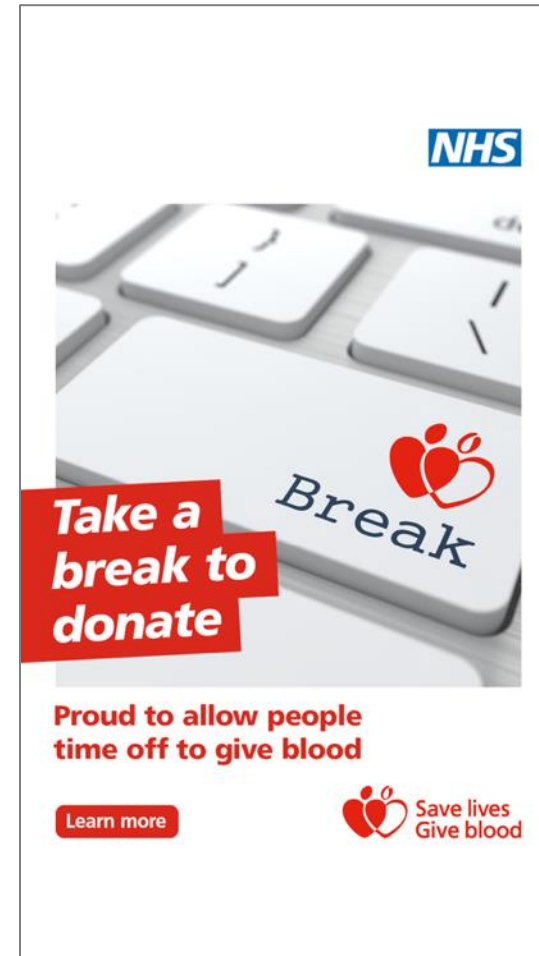


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# AVAILABLE ASSETS

**Donate Breaks:  
Social Media Graphics  
16x9**

**Download here:**

[https://23red.egnyte.com/fl/omewKYOTAe/Social\\_images\\_](https://23red.egnyte.com/fl/omewKYOTAe/Social_images_)

**NHS**

**Blood and Transplant**

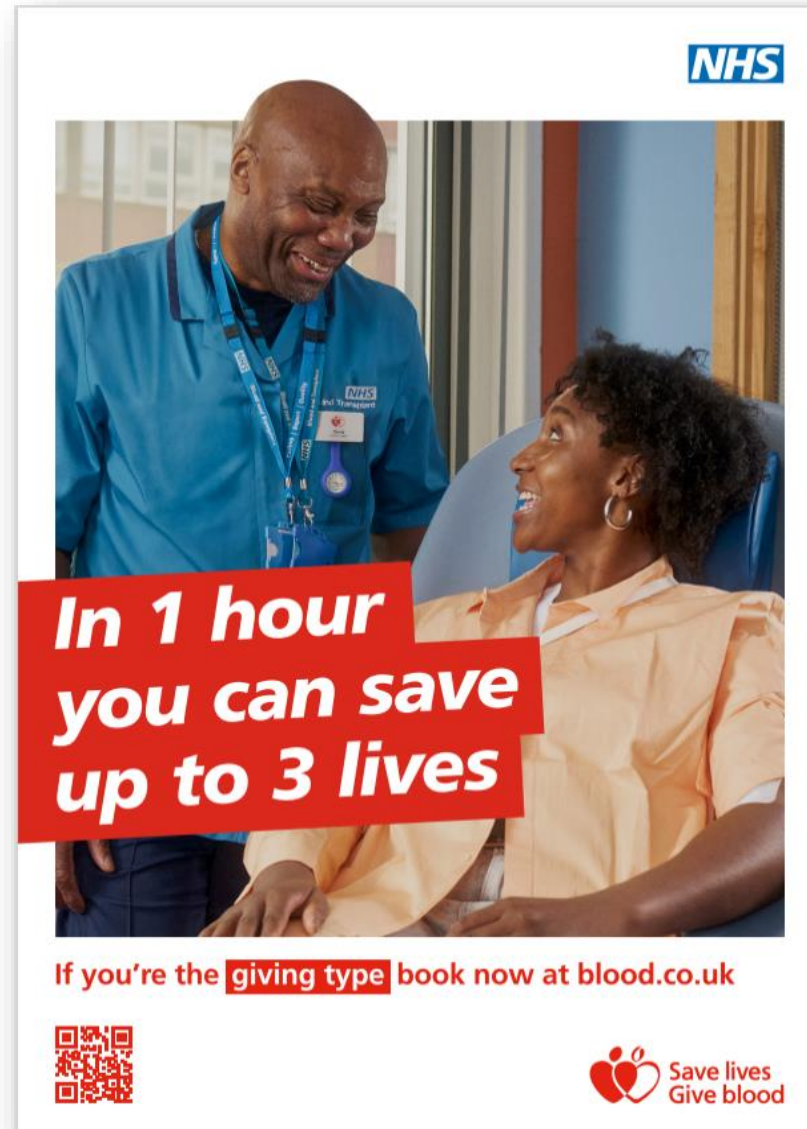


# AVAILABLE ASSETS

**Giving Type:  
Poster A4 & A3**

**Download here:**

[NHSBT\\_Blood\\_Donation  
\\_Supporting\\_Assets](#)



**NHS**

**Blood and Transplant**



# AVAILABLE ASSETS

Giving Type:  
Digital Screens

A digital screen advertisement for NHS Blood and Transplant. The top right corner features the NHS logo. The main image shows a male NHS staff member in a blue uniform smiling at a female patient in an orange gown who is sitting in a blue chair. A large red banner with white text is overlaid on the left side of the image. At the bottom, there is a white bar containing text on the left and the 'Save lives Give blood' logo on the right.

**In 1 hour  
you can save  
up to 3 lives**

If you're the **giving type**  
book now at [blood.co.uk](https://blood.co.uk)

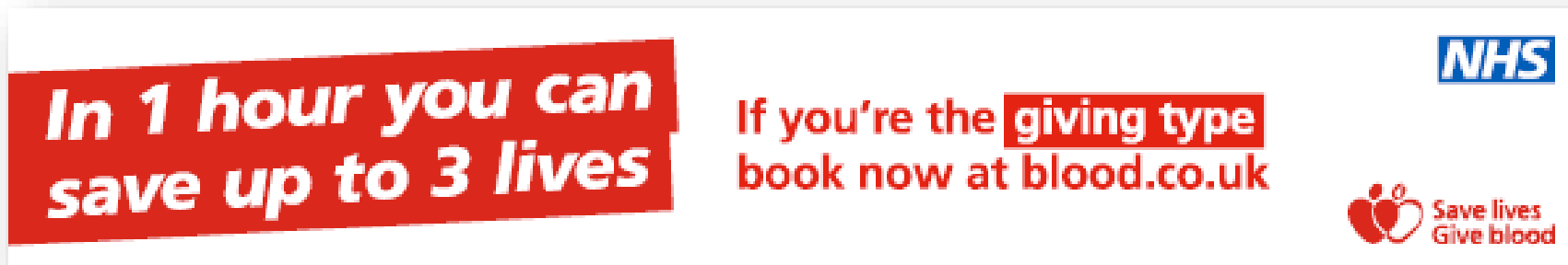
 Save lives  
Give blood

Download here:

[NHSBT\\_Blood\\_Donation  
\\_Supporting\\_Assets](#)

# AVAILABLE ASSETS

Giving Type:  
Email Signature



Download here:

NHSBT\_Blood\_Donation  
\_Supporting\_Assets

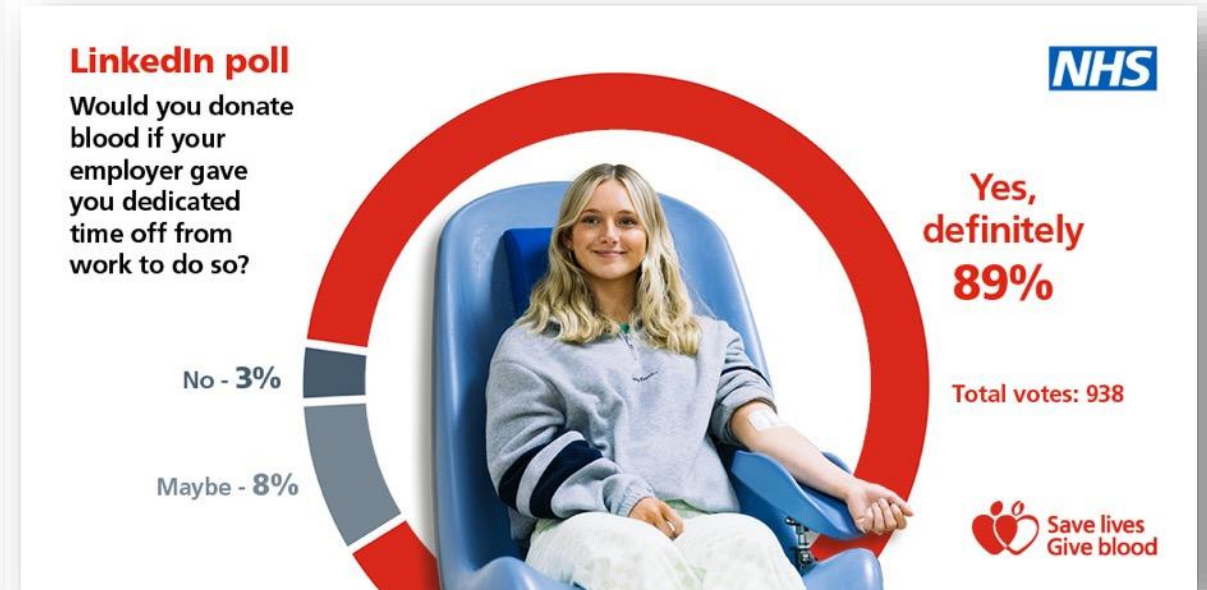
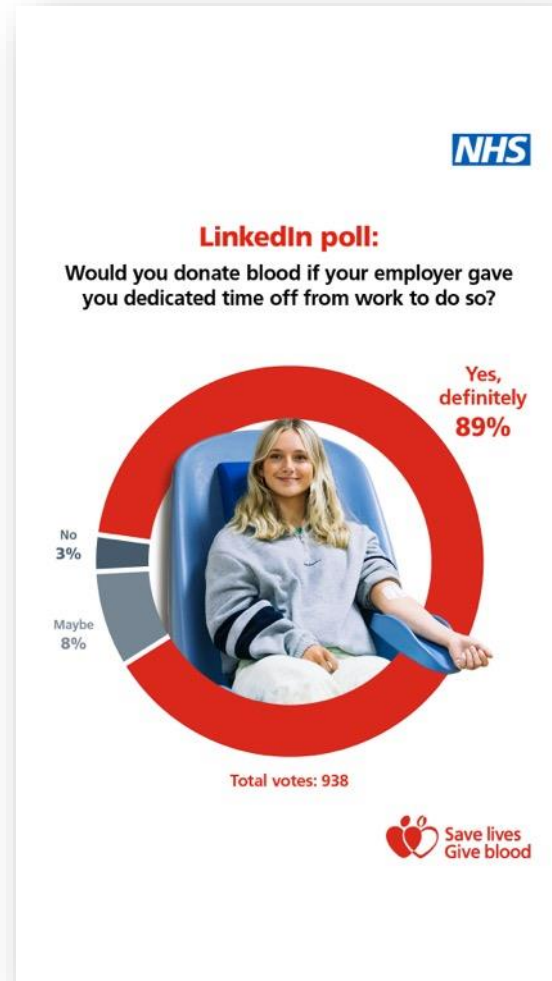


# AVAILABLE ASSETS

## Giving Type: LinkedIn Poll Assets

Download here:

[NHSBT\\_Blood\\_Donation](#)  
[\\_Supporting\\_Assets](#)



# AVAILABLE ASSETS

## Milestone: Story Assets

Download here:

NHSBT\_Blood\_Donation  
\_Supporting\_Assets

**NHS**

Blood and Transplant



**Give it up  
for the  
giving types**

50 donors saving up to 150 lives



**Give it up  
for the  
giving types**

100 donors saving up to 300 lives



**Give it up  
for the  
giving types**

200 donors saving up to 600 lives



# AVAILABLE ASSETS

**Milestone:  
Social Square**

**Download here:**

[NHSBT\\_Blood\\_Donation  
\\_Supporting\\_Assets](#)



# AVAILABLE ASSETS

**Milestone:  
Twitter Asset**



**Download here:**

[NHSBT\\_Blood\\_Donation  
\\_Supporting\\_Assets](#)



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# THANK YOU FOR YOUR SUPPORT TO SAVE LIVES

For further information, please contact [partnerships@nhsbt.nhs.uk](mailto:partnerships@nhsbt.nhs.uk)

**Caring Expert Quality**