



Tweets to Thank

What it is A digital advocate is anyone who wants to help the American Red Cross by taking action with his/her computer or smart phone. Tweets to Thank is a competition between digital advocates where members of your group will use Twitter to thank blood donors.

How it helps Digital advocates can help provide a reassuring message to those able to give blood. Every year, roughly 3.7 million people donate blood with the Red Cross, saving countless lives. There is nothing more worthy of a thank you.

Get started To organize this competition between digital advocates:

- 1 Develop a unique hashtag for your competition. For example, Great Bridge High School could use #GBHTweetstoThank. The primary purpose of your hashtag is to help show donors that your tweets are being made on behalf of your club. Your hashtag will also help you to be able to keep track of how many donors your club has thanked.
- 2 Determine how long your competition will last. We suggest three to five days.
- 3 Create a tracking board to monitor your group members' participation. This can be a fun way to motivate your new digital advocates throughout the competition.

Want more information?
Email us!

youthinvolvement@redcross.org

DID YOU KNOW?

5 million patients in the U.S. need blood every year.

The Red Cross holds more than 200,000 blood drives every year.

What next?

Instruct your participants how to find blood donors on Twitter. They should search for the hashtag #givebloodgivelife. This will bring them to users who have recently tweeted about giving blood.

Once they have located a donor, they should send a thank you message that is something like the examples below:

- Dear Matt, thank you for donating blood today! It is because of generous blood donors like you that the Red Cross can help save lives.
- Dear Amy, today you helped save a life! On behalf of the Great Bridge High Red Cross club, thank you for your generous blood donation.
- Dear Sarah, thank you for giving blood from all of us at Great Bridge High School.

Update the tracking board daily to show your group's progress. At the end of the competition, recognize those participants who were able to post the most tweets with a small prize. To continue your involvement with the Red Cross, check out the other available activity guides and help us continue to make a difference.

For additional volunteer opportunities, get in touch with your local Red Cross chapter or station.

You can find contact information at **redcross.org**.

Shake it up!

- » Turn this into a regular club activity by forming a committee dedicated to thanking donors or spend the last 10 minutes of each meeting tweeting.
- » Like the Red Cross Facebook status updates and repost as part of your Digital Advocacy campaign.
- » Become a disaster digital volunteer. For more information contact your local Red Cross chapter or station.
- » Create a thank you e-card and tweet the link to a blood donor.

Show and tell

- » Be proud of your work! Share the success of your digital advocacy with friends, family and your local chapter.

Resources

- » Be a Digital Advocate