

## Ideas for slogans

The following slogans may be useful for your communications materials. You may also prefer to come up with something completely new, bearing in mind that simple, compelling and consistent messages are most effective.

### Donor recognition

- Thank you for your gift of life.
- Was it you who saved my life? Thank you.
- As a blood donor, you are a hero to someone, somewhere, who received your precious gift of life.

### Donor encouragement

- Every drop counts. Give blood today!
- Blood. It's in you to give.
- Donate blood. Commit now.
- Rich or poor, you have the most precious natural resource of all: blood.
- Your blood is replaceable. A life is not!
- Caring means sharing: give blood.
- Roll up your sleeve and save a life!

### Blood as a gift

- Blood: The gift of life.
- The gift of blood is a gift of love.
- Give the gift of life. Donate blood.
- Light up a life with a gift of blood.
- From me to you—a gift of life.
- Give the gift that costs nothing but means everything: blood.

### Saving lives

- Do something amazing today. Save a life. Give blood!
- How many lives will you save today?
- It's in your blood to save a life.
- Be a lifesaver. Give blood!
- Give life—it's in your blood!
- Help save a life: give blood.

- Lives depend on your blood donation.
- Join the life support team: give blood!
- Your blood saves lives. Don't wait, donate!

### Being a hero

- Thank you for being an everyday hero.
- Heroes come in all shapes and sizes, not to mention blood types. Be a hero: give blood.
- You don't have to be a superhero to save lives: give blood.

### The joy of giving

- Feel good about yourself: give blood.
- It's a joy to give blood—donate and feel great!
- Today's a great day—I'm giving blood!

### Year-round need

- Accidents and medical emergencies don't take holidays— we need blood every minute, every day of the year.
- No vacation without a donation!
- Give blood for the holidays.
- Keep the river of life flowing: give blood regularly.

### Blood safety

- Safe blood saves lives.
- Safe blood starts with me!
- Strong communities are built on safe blood.
- Stay healthy; give blood.