



# Tweets to Thank

## ACTIVITY GUIDE

### What is it?

Tweets to Thank is a competition between Red Cross digital advocates where teams will use Twitter to thank blood donors. A digital advocate is anyone who wants to support the American Red Cross by taking action with their computer or smartphone.

### How does it help?

Digital advocates can help thank blood donors for their lifesaving gift. Every year, nearly 2.8 million people donate blood with the Red Cross, saving countless lives. There is nothing more worthy of a thank you.

### Get started!

Here's how you can organize a Tweets to Thank competition:

1. Develop a unique hashtag for your team. For example, the Central Valley University Red Cross Club could use #CVURedCrossClub. The purpose of your hashtag is to show that your tweets are being made on behalf of your club. Your hashtag will also help keep track of how many donors your team has thanked.
2. Determine how long your competition will last. We suggest three to five days.
3. Create a tracking board to monitor the progress. This can be a fun way to motivate your team throughout the competition.

### Want more information? Email us!

[youthinvolvement@redcross.org](mailto:youthinvolvement@redcross.org)

#### DID YOU KNOW?

To meet the needs of patients, the Red Cross needs to collect more than 13,000 blood donations every day.

## What's next?

Instruct your team members how to find blood donors on Twitter. They can search for the hashtags #RedCross and #giveblood or check with the Red Cross regional communicator to ask for current hashtags. This will bring them to users who have recently tweeted about giving blood at a Red Cross blood drive or blood donation center.

Once they have located a donor, they should tweet a thank you message using one of 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 <club name>, thank you for your generous blood donation.
- Dear Sarah, on behalf of the <club name>, thank you for giving blood!

Update the tracking board daily to show your group's progress. At the end of the competition, recognize those participants who posted the most tweets with a small prize. To continue your involvement with the Red Cross, check out the other 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 American Red Cross Facebook page and the American Red Cross Blood Donors Facebook page 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

- » Find resources at **redcrossyouth.org**