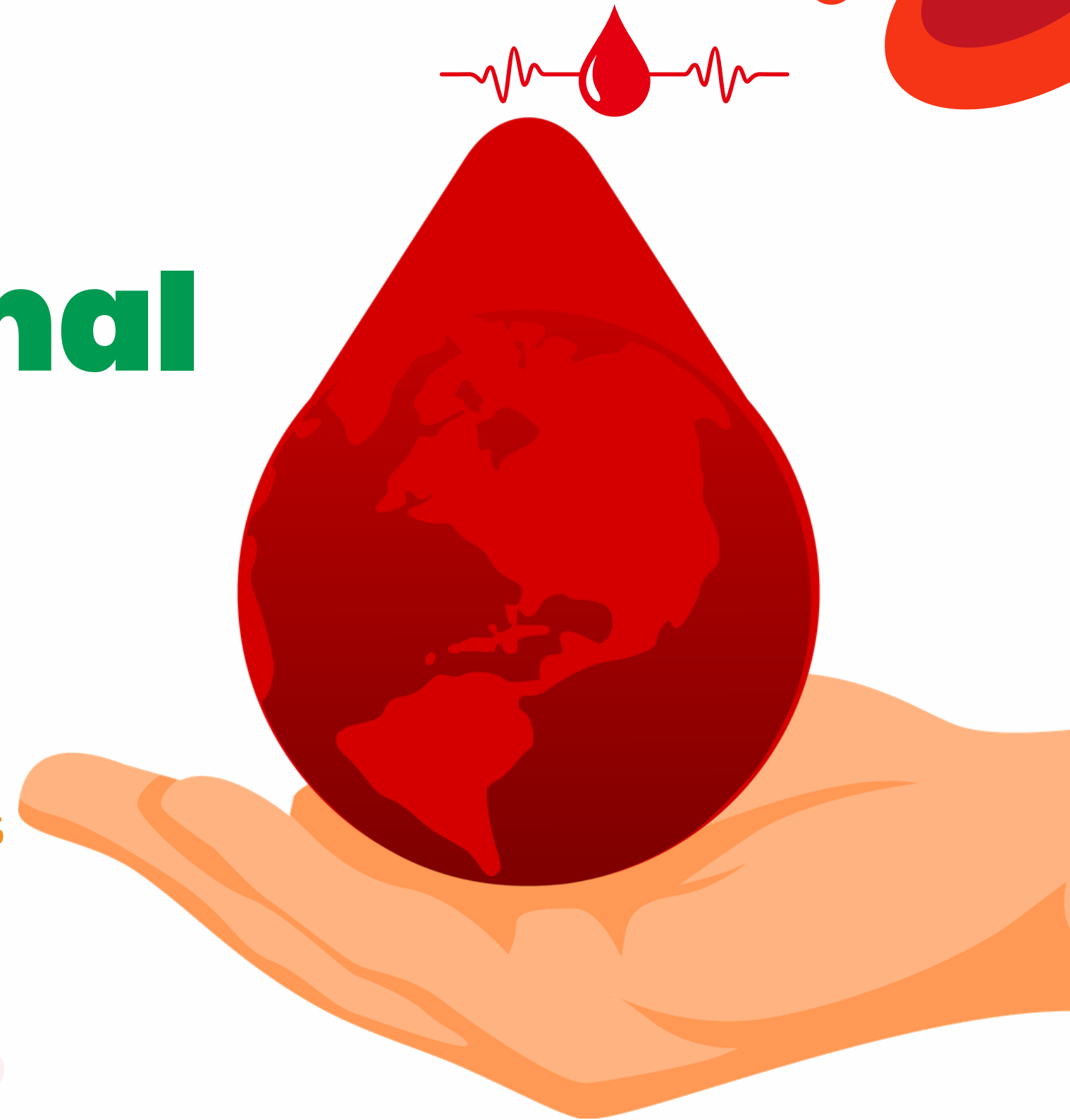


ICNA Relief National Blood Drive Campaign

American Muslims Mobilizing Communities to Save Lives
Answer the Call. Give Blood. Save Lives.





National Blood Crisis

ANSWER THE CALL

Give Blood. Save Lives

icnarelief.org/blooddrive/

ANSWERING THE CALL

ICNA RELIEF NATIONAL BLOOD DRIVE

American Muslims mobilizing communities to save lives.



THE NEED IS REAL.

Blood shortages impact patients every single day.



OUR COMMUNITIES CAN ANSWER.

Together, we can be the solution.



YOUR DONATION CAN SAVE LIVES.

One donation can help multiple patients.



BE PART OF SOMETHING BIGGER.

Mobilize. Donate. Inspire. Save lives.

ANSWER THE CALL.
GIVE BLOOD.
SAVE LIVES.



FIND A BLOOD DRIVE
NEAR YOU



DONATE. VOLUNTEER.
MAKE AN IMPACT.



VISIT ICNARELIEF.ORG/BLOODDRIVE
TO GET INVOLVED



ICNA Relief

Answering the call

AN ICNA RELIEF INITIATIVE

ANSWER THE CALL · GIVE BLOOD · SAVE LIVES

NATIONAL BLOOD DRIVE



American Muslims Mobilizing Communities to Save Lives.

ICNA Relief is mobilizing a nationwide blood donation drive across American Muslim communities and beyond — because saving one life is like saving all of humanity.



Save Lives

Your donation can make a difference in someone's life.



Stronger Together

Uniting communities to help those in need.



Donate Hope

A small act of kindness can create a lasting impact.



Be a Hero

Give blood. Give life. Be a hero.

Become a blood donor today.

Every donation is a chance to save a life.

[ICNARelief.org/BloodDrive](https://icnarelief.org/BloodDrive)



3 DONORS CAN END THE CRISIS.

1

JUST ONE PERSON...
STABILIZES SUPPLY.



Low Normal

2

TWO FRIENDS JOIN...
PREVENTS SHORTAGES.



3

A POWER TRIO...
SAVES COUNTLESS LIVES.



THE POWER OF THREE AT EVERY DRIVE.



BE A HERO TODAY!
FIND YOUR DRIVE & SCHEDULE NOW.

[ICNARELIEF.ORG/BLOODDRIVE](https://icnarelief.org/BloodDrive)

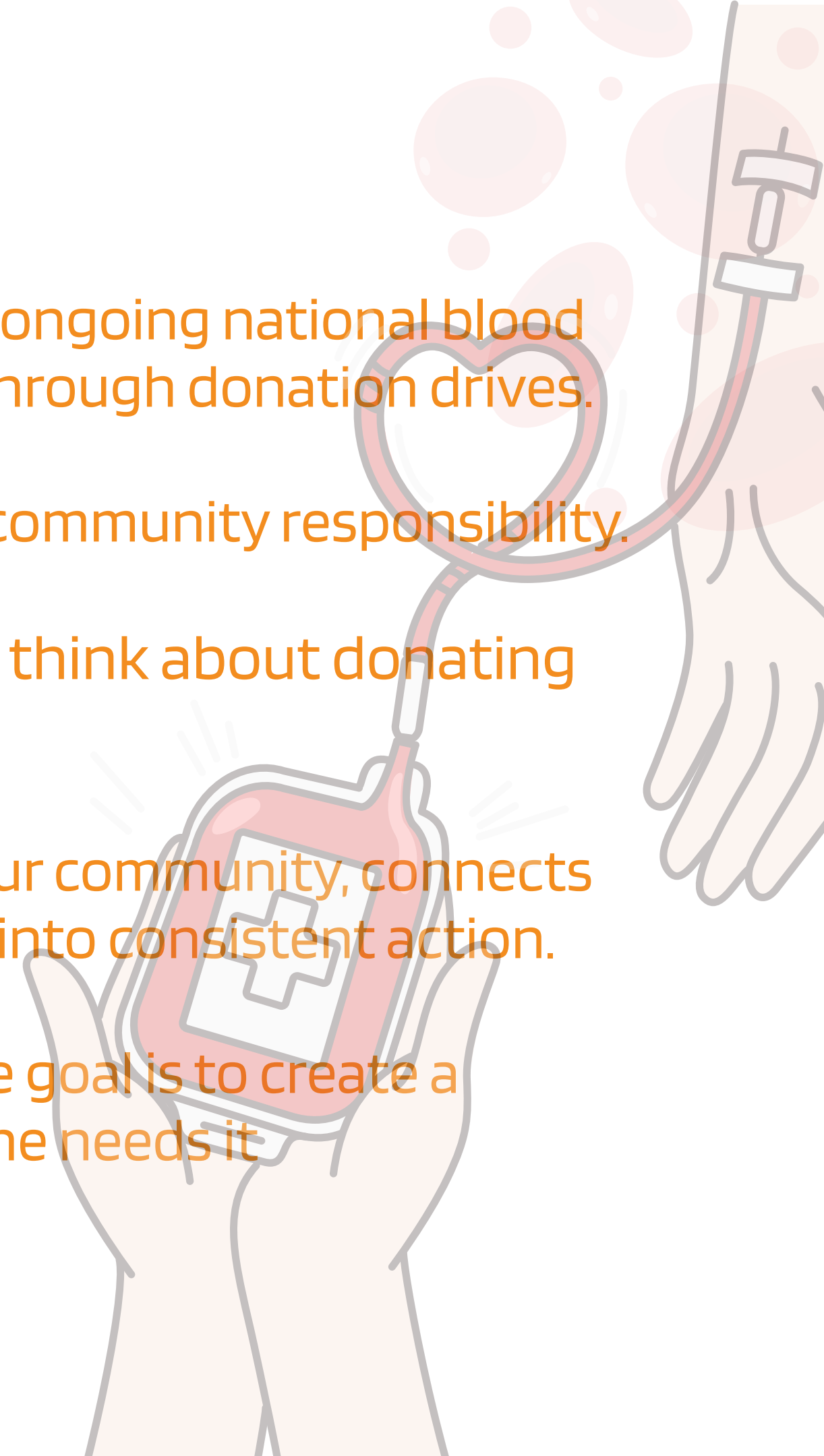
*Type O donors are critically needed.

ICNA Relief

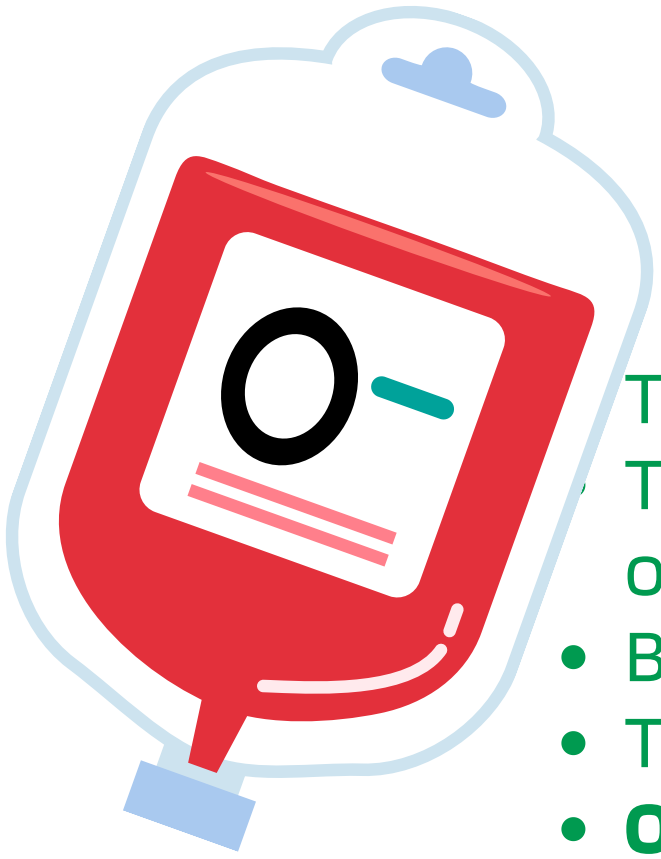
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Purpose

- To mobilize American Muslim communities to respond to the ongoing national blood shortage by promoting awareness, compassion, and action through donation drives.
- Blood donation is not a one-time campaign. It is an ongoing community responsibility.
- The need for blood exists every day, yet most people only think about donating when there is a crisis. Our opportunity is to change that.
- ICNA Relief can **build a long-term movement** that educates our community, connects blood donation to our faith and values, and turns awareness into consistent action.
- The goal isn't simply to get people to donate blood today. The goal is to create a community that is ready to answer the call whenever someone needs it.



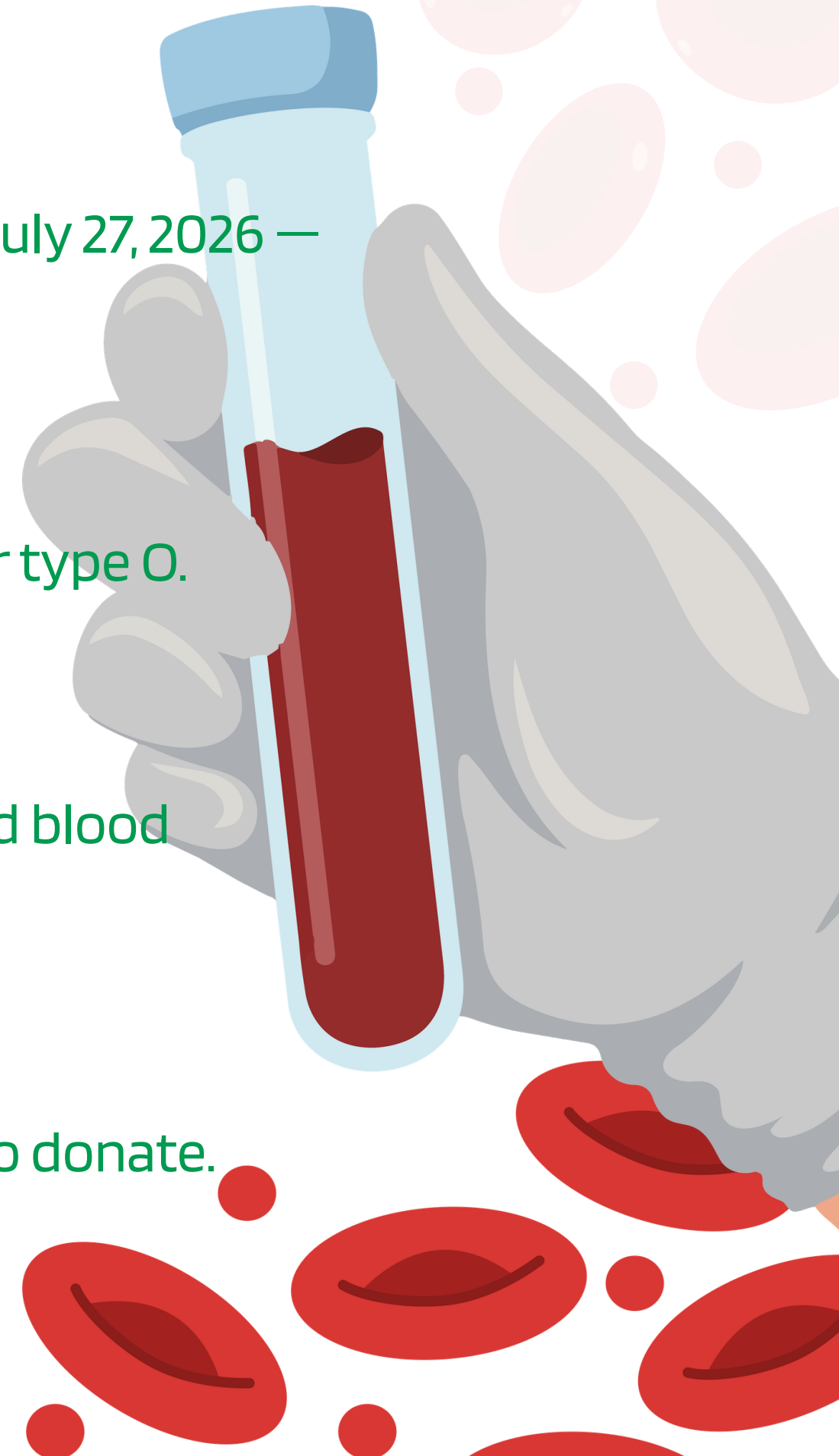
The Problem



The U.S. blood supply is under serious pressure.

The American Red Cross declared a national blood supply crisis on July 27, 2026 — only the second national blood crisis in its history.

- Blood donations have fallen to a **four-year summer low**.
- The national blood supply fell nearly 25% in June alone.
- **O-positive blood has fallen below a one-day supply.**
- All blood types are needed, with the situation particularly critical for type O.
- Only about 3% of age-eligible Americans donate blood each year.
- An additional 3 extra donors can **ease** the shortage
- 1 donation can help up to 3 people
- The Red Cross supplies approximately 40% of the nation's blood and blood components, all from volunteer donors.
- Blood has a limited shelf life:
 - Red blood cells: up to 42 days
 - Platelets: about 5 days
- Blood cannot be manufactured. It depends on people showing up to donate.
- The problem isn't simply a lack of blood.
- It's a lack of consistent donors.

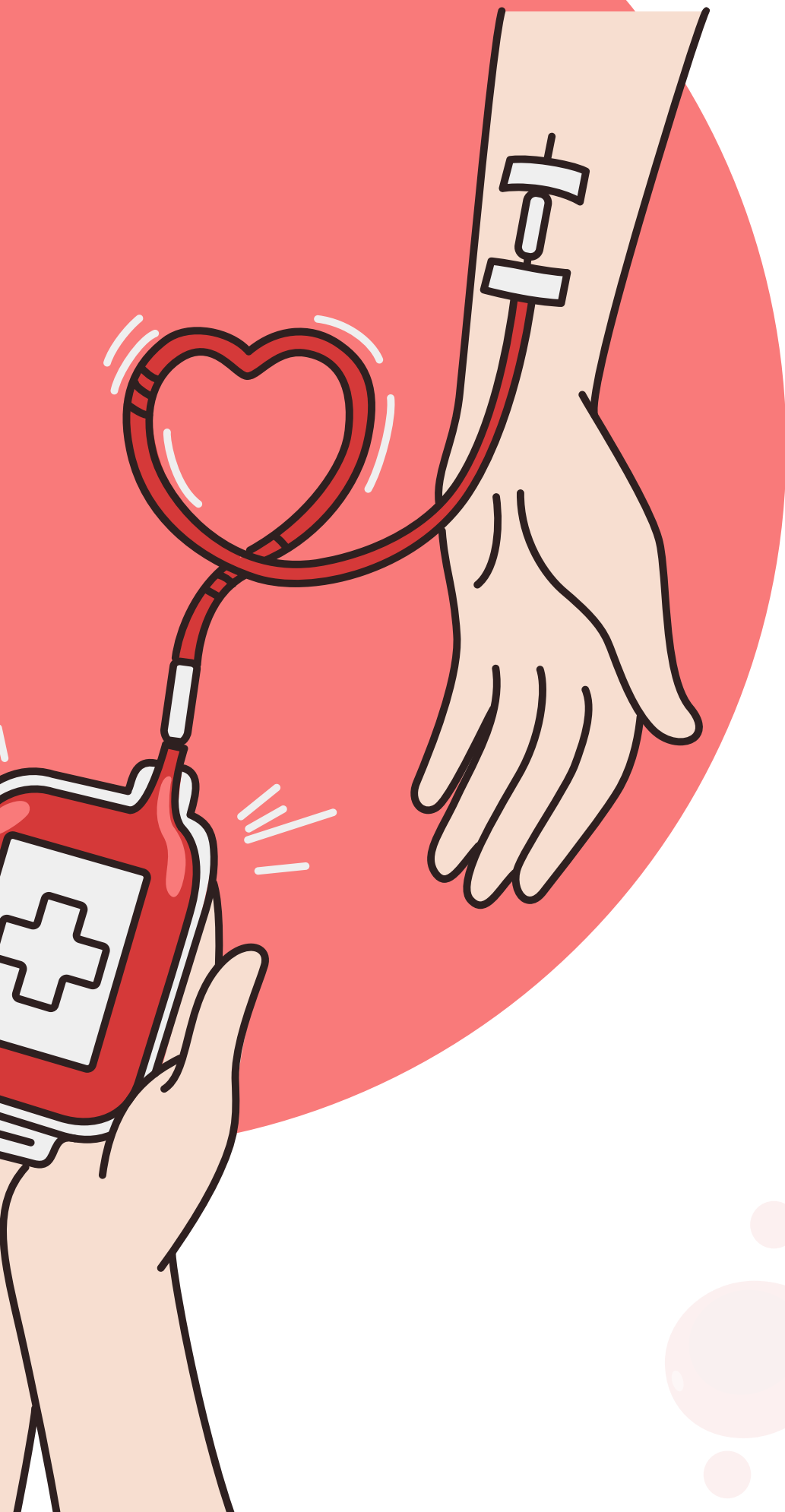


An illustration on the left side of the slide depicts a blood donation. A hand is shown holding a red blood bag with a white cross symbol. A red tube connects the bag to a heart-shaped container, which is then connected to a drip chamber and a needle inserted into a person's arm. The background is a solid dark red. The title 'Why Blood Donation Matters' is written in large, bold, green letters at the top right.

Why Blood Donation Matters

- Serving Others Is Part of Our Faith
- Islam places a strong emphasis on helping others, relieving hardship, and serving humanity.
- The Prophet ﷺ said:
- **“Allah is in the aid of His servant as long as the servant is in the aid of his brother.”** Sahih Muslim 2699a
- Helping someone through hardship is not simply an act of kindness—it is an opportunity to earn the help and mercy of Allah.
- Blood donation is one tangible way we can put this principle into action.

Every Life Has Value



- **“Whoever saves one life—it is as if they had saved all of humanity.” 5:32**
- Blood can be needed by:
 - Patients undergoing surgery
 - Sickle Cell Treatment
 - Trauma and accident victims
 - Mothers experiencing complications during childbirth
 - Cancer patients
 - People living with blood disorders
 - We may never know the person who receives our donation.
 - We may never know their name, their story, or their family.
 - But we can choose to help preserve a life.
 - You don't have to know who you're helping to choose to help.

National Campaign Messaging

An illustration in the top right corner shows a hand holding a heart. A red tube, representing a blood donation line, is connected to the heart and extends towards the top right corner of the slide.

- **Raise Awareness** — Make the national blood shortage visible and help our communities understand the ongoing need.
 - **Educate & Inform** — Share facts about blood donation, eligibility, the shortage, and why consistent donors are essential.
 - **Connect Faith to Action** — Show how donating blood reflects our Islamic values of service, compassion, and saving lives.
 - **Humanize the Need** — Put people behind the statistics and remind audiences that someone's life may depend on a blood donation.
 - **Inspire Action** — Move people from awareness to donating blood.
 - **Build Advocacy** — Encourage donors to bring their families, friends, masjids, and communities into the movement.
 - **Create a Culture of Giving** — Make blood donation a regular part of Muslim community service, not just a response to a crisis
 - **Mobilize Communities** — Equip masjids and community organizations to host drives and become advocates for blood donation.
 - **Tone:** Islamic & Lighthearted messaging
- The need is ongoing. Our faith calls us to serve. Together, we can answer the call.

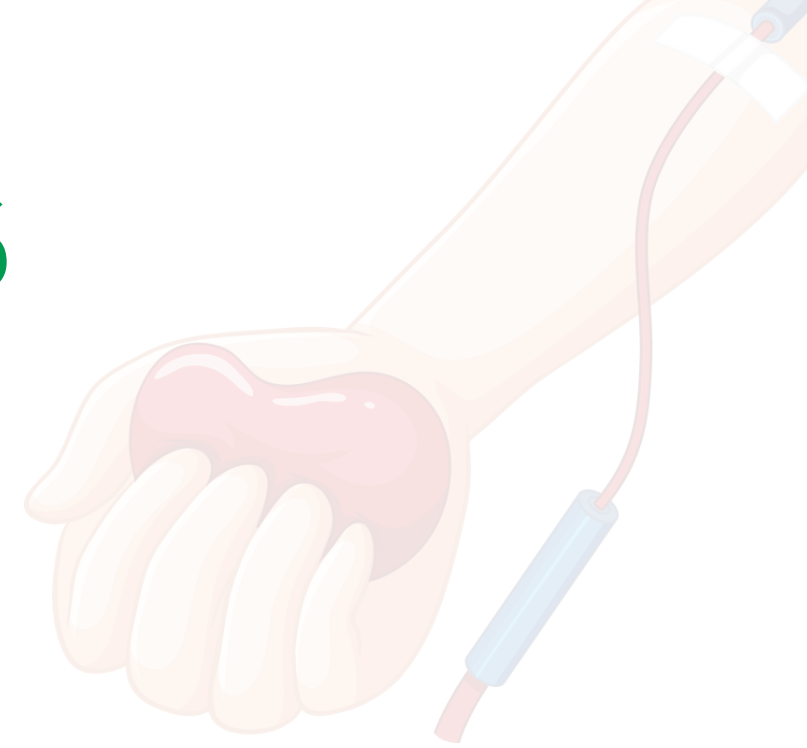
ANSWER THE CALL. GIVE BLOOD. SAVE LIVES.

National Campaign Slogans

- **Answer the Call. Give Blood. Save Lives.**
- **3 Donors a Day Keeps the Shortage at Bay**

- The need is ongoing. Our faith calls us to serve. Together, we can answer the call.

ANSWER THE CALL. GIVE BLOOD. SAVE LIVES.



National Campaign Pillars

1	2	3	4	5
AWARENESS	EDUCATION	FAITH	HUMAN STORIES	ADVOCACY
Make the need visible	Help people understand	Connect faith to action	Make the need personal	Turn awareness into action
• Blood crisis	• Donation facts	• Qur'an & Hadith	• Donor stories	• Donate
• National need	• Eligibility & FAQs	• Service & compassion	• Recipient stories	• Bring someone
• Why blood matters	• Myths & misconceptions	• Saving lives	• Real-life impact	• Mobilize communities

Content Calendar

Month	Post	Format	Content Pillar	Content
AUGUST	1	Carousel	Awareness	The Blood Crisis: Why It Matters — Introduce the national blood shortage, key Red Cross facts, and why the
	2	Reel	Faith + Advocacy	Why We Answer the Call — Imam speaks about the Islamic responsibility to serve others, ending with a call to
SEPTEMBER	1	Carousel	Education	Blood Donation 101 — Who can donate, what to expect, common questions and myths.
	2	Donor Testimonial Reel	Human Stories	Why I Donate — Muslim donor shares their personal reason for giving blood.
OCTOBER	1	Carousel	Awareness + Education	Blood Can't Be Manufactured — Explain why the blood supply depends entirely on people choosing to donate.
	2	Imam CTA Reel	Faith + Advocacy	Our Faith Calls Us to Serve — Imam connects blood donation to Qur'an/Hadith and encourages the
NOVEMBER	1	Carousel	Human + Awareness	Someone Needs Your Blood — Show the types of patients who may depend on blood: trauma, surgery, cancer,
	2	Donor Testimonial Reel	Human Stories	“I Never Thought My Donation Would Matter This Much.” — Personal donor story focused on the impact
DECEMBER	1	Carousel	Advocacy	Don't Wait for a Crisis — Explain why consistent donors are needed year-round and introduce
	2	Imam + Donor Reel	Faith + Advocacy	Answer the Call — Imam gives the spiritual call to action, followed by a donor saying why they answered.
JANUARY	1	National Campaign Reel	Advocacy	January: Answer the Call — Major campaign activation announcing National Blood Donor Month and
	2	Community/Donor Reel	Advocacy + Human	We Answered the Call — Compilation of donors, imams, masjids and communities participating.

National Blood Donor Month, Jan

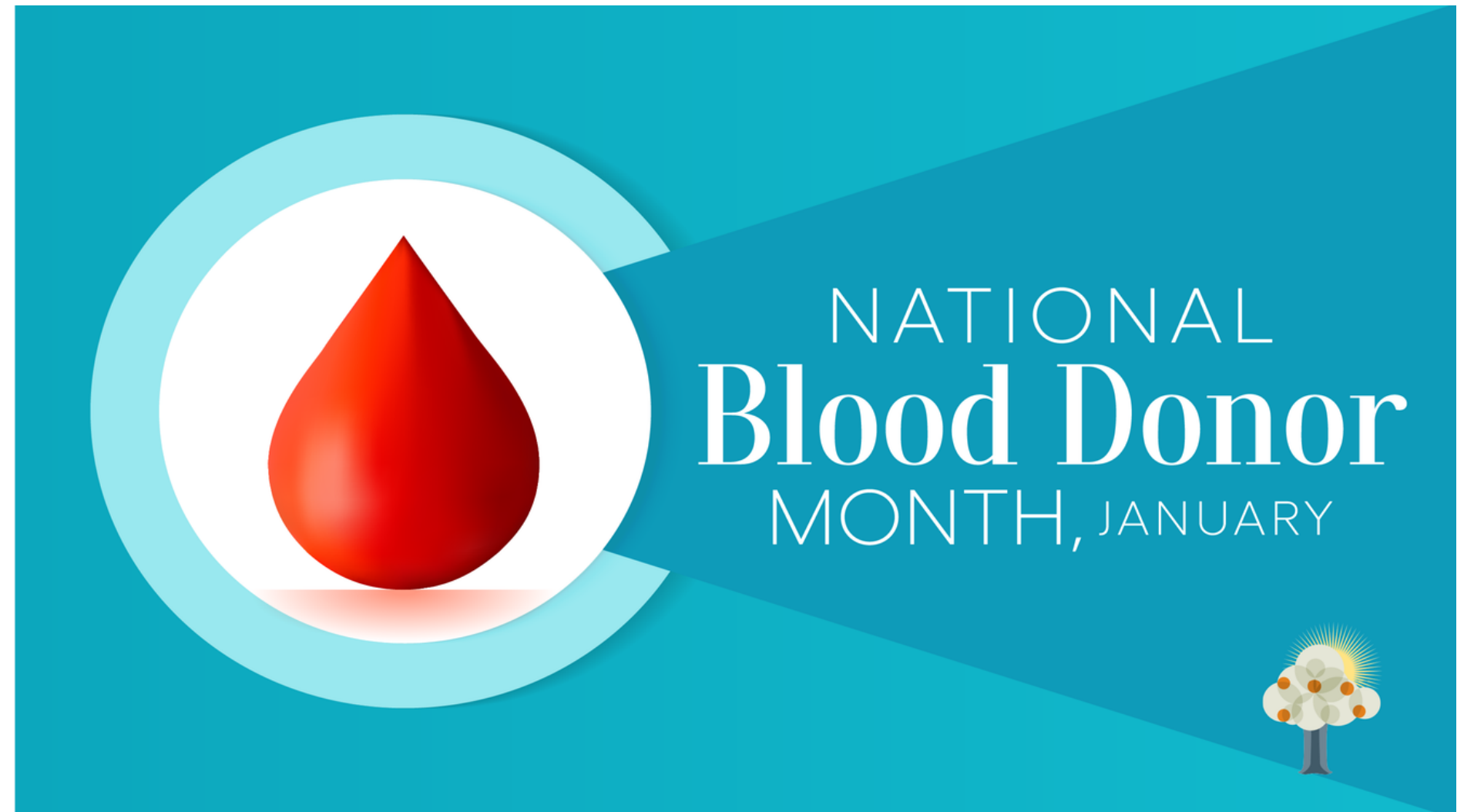
NATIONAL BLOOD DONOR MONTH

Kenny

BLOOD DONOR

Became a regular blood donor after seeing his friends donate blood.

 **ImpactLife**

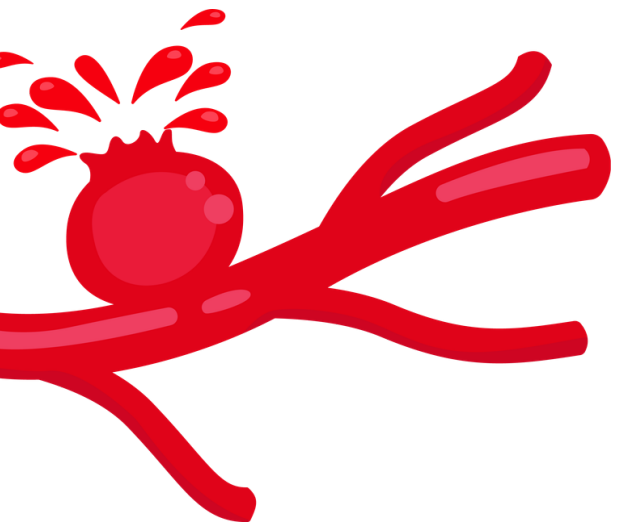


Media Needs to Execute Strong Campaign

- **Prioritize local office storytelling:** Local offices should actively capture and share blood drive communications, photos, videos, and real stories from their communities so the campaign feels national but locally grounded.
- **Capture donor testimonials:** Ask donors 1–2 simple questions, such as:
 - “Why did you decide to donate blood today?”
 - “What would you say to someone who is thinking about donating?”
- **Get donor photos:** Capture authentic photos of donors before/after donating, with their permission. Include individual portraits, families, friends, volunteers, and community members—not just posed group photos.
- **Show the action:** Capture the actual blood drive experience—people arriving, checking in, donating, volunteers assisting, blood collection, and the overall atmosphere. We want people to see what donating looks like.
- **Tell real stories, not promotional stories:** Focus on why people donate, who they are, and what motivates them. **Avoid generic “thank you for supporting ICNA Relief” or overly promotional videos that simply hype up the organization.**
- **Build transparency and awareness:** Show the reality of the blood shortage and how community donations help address it. The content should educate people while making the need feel personal and immediate.
- **Capture consistently:** Local offices should treat every blood drive as a content opportunity. A few strong donor stories, authentic photos, and short video clips from each drive will give National Marketing the material needed to build a sustained campaign.

PR Plan

- Press Conference: September 14th is the date decided to host a press conference to highlight the importance of the Blood Drives and ICNA Relief's response to the call to action
 - A national Media Request will be sent as well as a local one
- Local Media: PR team is outlining a Press Release template that offices can utilize to gain traction and attention to the events on the local level
- Track & Amplify: we will capture media mentions so that it can be repurposed for the campaign and future campaigns



**“Your blood could be
the reason someone
gets another
tomorrow”**

