



## Benefits of Sponsorship

When you participate in a blood drive with the American Red Cross, both your organization and your community benefit. Sponsorship has many advantages.

- ◆ **Helping to save lives!**
- ◆ Enhancing the group's public image.
- ◆ Demonstrating responsibility for your community's health needs.
- ◆ A mini health history for blood donors.
- ◆ Building cooperative spirit among donors that they can carry with them to other projects.
- ◆ Boosting morale as donors feel goodwill and accomplishment.
- ◆ Ensuring a safe and adequate blood supply is available for the community at large.
- ◆ Public attention for your organization through a Red Cross recognition program.