

BUD FOR BLOOD SUMMER CAMPAIGN

May-Aug 2022 Wrap Up



OVER 190 LIVES SAVED TOGETHER!

(Several donors have donated another 1-2 times since the start of the campaign)

53

Donors across 27 states and 4 countries

945

Social media followers added on Instagram and LinkedIn

DONORS WHO SAID THEY WOULD DONATE AGAIN

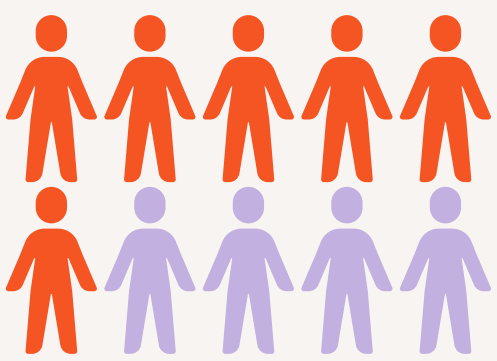
100%

Of donors said they will donate again, and many have donated again!

ARTICLES AND RELEASES PUBLISHED

11

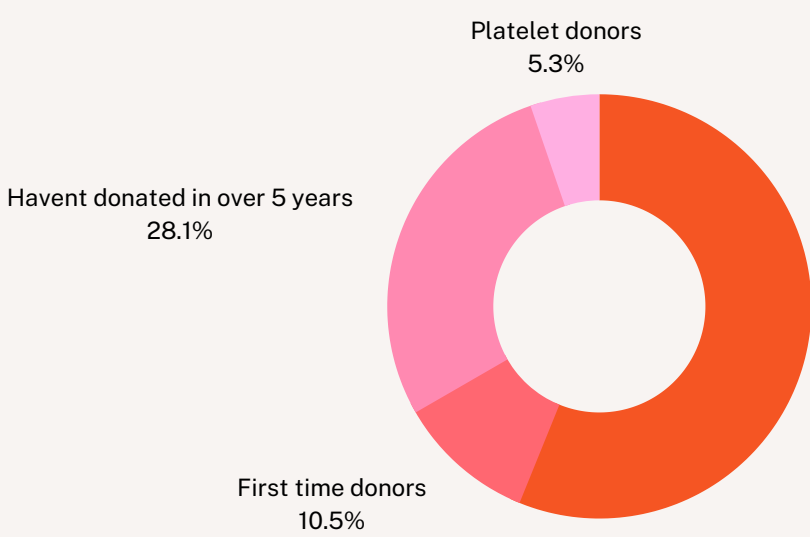
8 online article
1 print article
2 press releases



4 OUT OF 10

Donors said they had not donated in blood in over 5 years or had never donated

DONOR BREAKDOWN



- 53 TOTAL DONORS
- 3 PLATELET DONORS
- 5 FIRST TIME DONORS
- 32 REGULAR DONORS
- 16 DONORS HADNT DONATED IN OVER 5 YEARS

Regular donors
56.1%

81 HEMP T-SHIRTS SENT OUT!



REFERENCES

All data is from donor applications received during the summer campaign

BUDFORBLOOD.COM