

RAPIDPASS

The American Red Cross is excited to introduce RapidPass, a new tool that allows blood donors to help save lives in less time.

RapidPass offers donors a way to complete their pre-reading and donation questions online from the comfort and privacy of their home or office, reducing the time they spend at blood drives by as much as 15 minutes. That means happier donors!

Using Rapid Pass is simple! Your donors just:

1. Visit redcrossblood.org/RapidPass
2. Read the information
3. Answer the questions
4. Print the pass or email it to themselves

Important information to remember:

- RapidPass cannot be completed prior to the date of the drive. The donor must complete the steps to redeem their pass on the day they donate.
- Donors must complete RapidPass using a desktop or laptop computer. RapidPass cannot currently be completed using a mobile device, such as a smartphone or tablet.
- RapidPass does not take the place of scheduling an appointment. It is only used to complete the pre-reading and pre-donation questionnaire in advance of an appointment.
- Donors must print out their pass or email the PDF to themselves and show it on their mobile device when they come to donate. Donors who do not provide the pass will be asked to complete the questions again.

Benefits to your blood drive:

- RapidPass may result in greater participation at your blood drive, since the donors will have committed time to their donation before they come to your blood drive.
- The more donors who utilize RapidPass, the quicker they will move through the donation process, allowing your blood drive to help save more lives in the same amount of time.

Your donors will be asked to try RapidPass in their appointment reminders and through other Red Cross contacts, but a personal ask from you is even better.

Ask your donors to try RapidPass today!