PRSSA Hosts Blood Drive to Aid with Blood Shortages

by Abby Crowell

When the Manhattan College chapter of the Public Relations Student Society of America (PRSSA) heard that the state of New York was in a state of emergency due to blood shortages at blood banks, they decided to take the issue into their own hands.

PRSSA planned four blood drives on campus in collaboration with the New York Blood Center throughout the months of February, March, April and May of the Spring 2019 semester. An important cause such as a blood drive requires an exceptional public relations team to create awareness, which was the perfect project for the team to take on.

"90 percent of people who donate blood only donate once a year. The New York Blood Center reached out to us to increase awareness and persuade students who have already donated in the past to continue to donate," said Michelle Blanco, a junior and member of Manhattan College's PRSSA chapter.

The college's PRSSA chapter promoted the blood drive on its social media accounts, creating campaigns in hopes that students would participate in one of their drives. The campaign included the hashtag #GiveRedGoGreen, which accompanied each social media post, along with fun facts about how blood donations can help people.

The society is also partnering with the Manhattan College student-run business Cut & Cropped by holding a raffle for custom shirts at the next blood drive.

PRSSA continues to promote blood drives in order to help increase the amount of blood available to those who need it throughout the state of New York. •