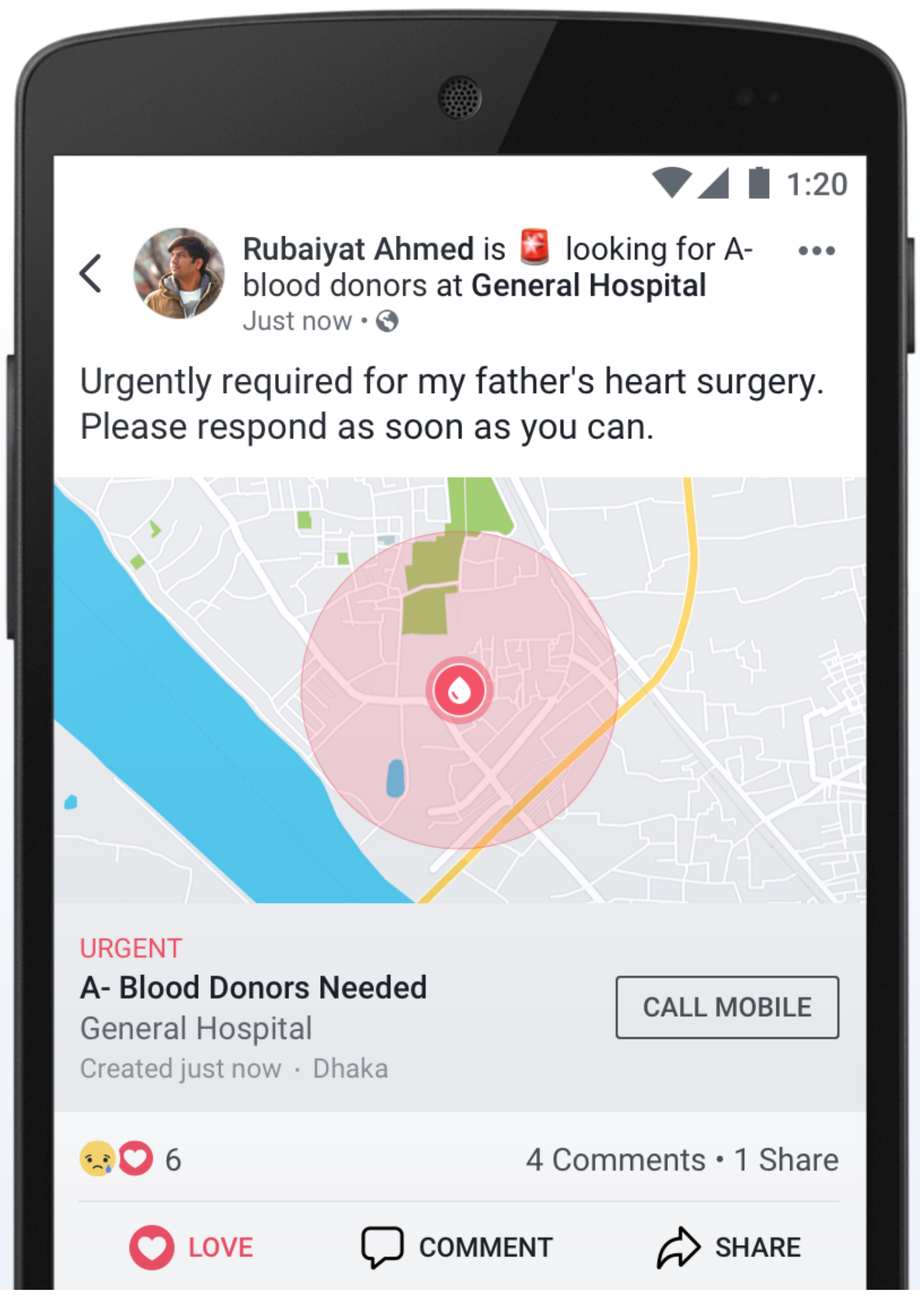
Making the Blood Donation Process Easier



Learning from the way people are already using Facebook to find blood donors, we've added a new feature.* This feature makes it easy to sign up as a blood donor on Facebook and helps to connect people and organizations in need, including blood banks and hospitals, to more blood donors.

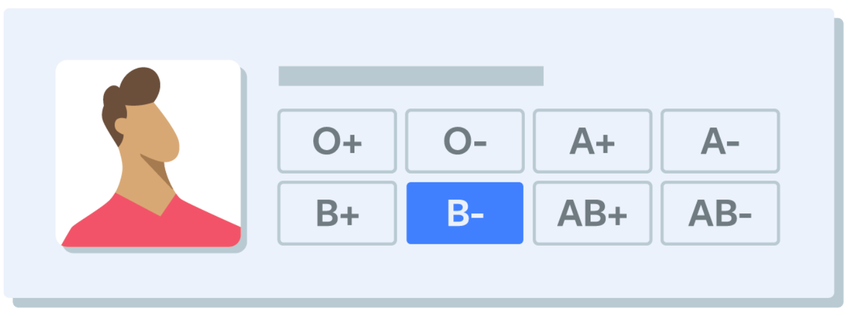
*Available in select markets

How does this feature make a difference?

In many countries, there aren't enough blood donors to help those in need. When someone needs blood, they often have to reach out to their community for help. Facebook is one of the places they turn to, and in countries such as India and Bangladesh, thousands of people request blood donors on Facebook each week.

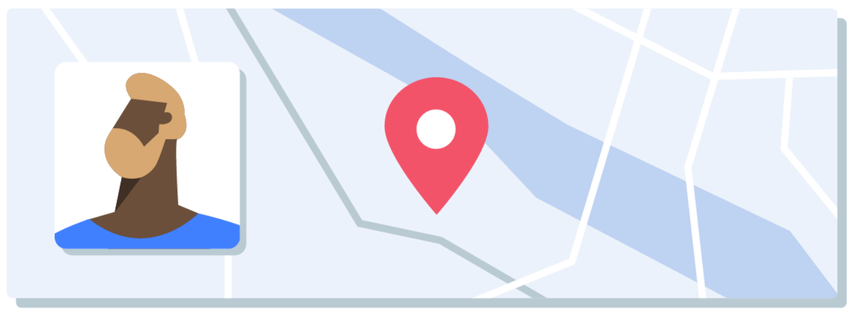
Our research suggests that if people had better information and tools, more people would donate and those in need could locate donors more quickly. With this new feature, we hope to increase the number of blood donors and make it easier for people and organizations to give and request blood donations.

How does it work?



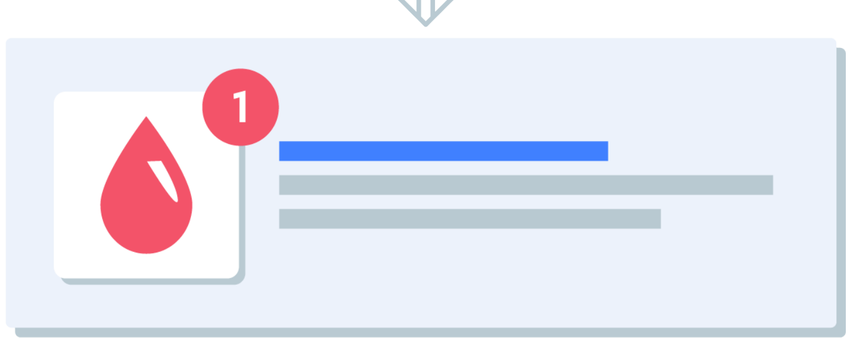
Sign up to be a blood donor

Fill out a simple form with optional information like blood group and whether you've donated before.



Find blood donors

To connect with blood donors nearby, individuals can create special posts and registered organizations can create blood camp events.*



Donors nearby get notified

Nearby donors get a Facebook notification about the request or blood camp and can easily respond.

*Organizations interested in using the blood donations feature to help promote their blood camps must complete this form to start the registration process.