**Text Message Copy:**

1 in 13 African American babies is born with sickle cell trait, many will need transfusions. Help sickle cell patients, give blood on [date and link to drive]

1 in 365 people of African descent has sickle cell disease, many rely on transfusions to ease their pain. To help, give blood on [date and link to drive]

Many sickle cell warriors need blood transfusions every few weeks. You can help them now by giving blood on [date and link to drive]

Neighbors need neighbors to make a difference. Give blood, save lives and strengthen your community on [date and link to drive].

Sickle cell patients are counting on your generosity. Give blood, save lives and strengthen your community on [date and link to drive].

You are your own best match. Donating blood in our community saves lives in our community. Donate on [date and link to drive].

Many patients with sickle cell need blood transfusions to ease their severe pain. Your community is counting on you. Give blood on [date and link to drive].