

BDC Send Emails Guide



**American
Red Cross**

Contents

Topic	Slide #
Introduction	3
BDC Email Overview-Key Points	4
BDC Send Emails Screen	5
Recommended Email Path: General Recruitment	6-7
Recommended Email Path: Thank You	8-9
Recommended Email Path: We Missed You	10-11

Introduction

Welcome to the **BDC Email Guide!**

- **What can you expect from this document:**
 - Overview of the new BDC email functionality
 - Information from the American Red Cross on the importance of following BDC emails guidelines
 - Specific directions on which email to send for the type of drive the BDC is selecting, and the target audience for the email
 - Benefits of following the recommended Email processes and implications when guidelines aren't followed
 - Screenshots of all six email templates and the Send Emails screen



BDC Email Overview – Key Points

The new BDC Email functionality offers BDCs, both new and seasoned alike, a standardized means for communicating with donors associated to their Sponsor

The following represents a few guidelines that the American Red Cross (ARC) would like BDCs to be aware of when sending emails:

1. American Red Cross Marketing will be emailing donors to support campaigns regularly. In most cases, the donors will be provided with multiple drive opportunities to donate including your upcoming drive. To ensure your email gets proper attention from the donor, limit the number of emails sent per drive based on the guidelines provided in the following slides.
2. There are three email types that can be sent by a BDC (General Recruiting, Thank You, and We Missed You). Each topic has an English and Spanish version. Please select the template that is best suited for your donor group based on their desired language.
3. The text of the email templates are set and cannot be edited. However, each email has a Personal Note field that the BDC can enter in vital information for the purposes of the email. For example in a General Recruitment email, the BDC can put in helpful information about the drive location or fun giveaways at the drive. This field can be left blank if the BDC chooses.
4. The BDC is responsible for entering a Subject Line for the email. To grab the donors attention create a subject line that is short, direct, and in the proper language as it relates to the content of the email. This field is required. This field is required.
5. It is recommended that the BDC send a test email message to themselves before sending it out to the donors so that they can see exactly how the email will look to the audience.

BDC Send Emails Screen

The below screen is what the BDC sees when selecting the “Send Emails” URL from the left navigation panel

To Note: The numbered fields 1-3 in this screen represent the first three column headers in the following slides that recommend the path for sending BDC Emails

Send an Email to Your Donors

- Account Homepage
- View Donors
- Send Emails
- Past Drives
- View Stats
- Switch Sponsor Group
- Change Password
- Help
- Logout

*Required Information

1 What kind of email would you like to send?

Select Email Template >

2 Click Add Drive button to add one or multiple drives

Add Drive + Remove All Drives

Date	Time	Drive
------	------	-------

3 Which group would you like to send the email to?

- All donors
- All donors with appointment at the selected drive(s)
- All donors without a scheduled appointment
- All donors who attended the selected drive(s)
- All donors who did not attend the selected drive(s)

4 Create your subject line*

5 Add a personal note (optional)

Recommended Email Path: General Recruitment

The below table explains the advantages of using this email template, donor filter, and drive combination to effectively recruit donors. The General Recruitment email content is written specifically for donors who have not yet scheduled an appointment for an upcoming drive.

Email Template	Drive Type	Target Group Checkbox	Description	Recommendation
General Recruitment	Upcoming Drive	All Donors without a scheduled appointment	<p>It would be beneficial for a BDC to send this email for upcoming drives with this checkbox because:</p> <ol style="list-style-type: none"> 1. The drive may have been visible for some time on the Online Scheduling System, with many appointments already scheduled 2. Sending an email about this drive to just those without an appointment scheduled means the BDC is targeting those donors affiliated to the sponsor who do not have an appointment for the specific drive in question 3. This eliminates the risk of confusion to donors receiving an email when they already have an appointment scheduled. It also maximizes the BDC's ability to target, with special messaging, those individuals they know don't have an appointment for the drive 	<ul style="list-style-type: none"> • Only use this path • Only send this email once per drive

Important: The system does not limit the BDC to only select the above path. BDC users should be aware that not following this path could cause a negative Donor experience

Sample BDC Email: General Recruitment

English Template



Please schedule your
blood donation appointment.

Hello all,

American Red Cross of Greater Kalamazoo and American Red Cross are hosting a blood drive on Monday August 29, 2011.

Please join our lifesaving mission and schedule an appointment today!

Drive Details:
Sponsor: American Red Cross of Greater Kalamazoo
Site: American Red Cross
Drive Date: 8/29/2011
Drive Time: 12:00 PM - 06:00 PM
Co-ordinator Name: Karen Ford
Co-ordinator Phone Number: 2693536180

[Click here](#) to make an appointment

Please call (269) 353-6180, x0 for info or appointment.

Come donate at the drive on Friday

The need for blood is constant and only volunteer donors can fulfill that need for patients in our community. Nationwide, someone needs a unit of blood every 2 to 3 seconds and most of us will need blood in our lifetime.

Thank you for supporting the American Red Cross blood program!

American Red Cross Blood Services - 2025 E St. NW, Washington, DC, 20006

[Click here](#) to unsubscribe from further mailings from American Red Cross Blood Services.

Spanish Template



Please schedule your
blood donation appointment.

Hola a todos,

American Red Cross of Greater Kalamazoo y American Red Cross estan auspiciando un evento para coleccionar donaciones de sangre el Monday August 29, 2011.

¡Unase a nosotros en esta misión de salvar vidas y haga su cita hoy mismo!

Detalles del Evento:
Evento auspiciado por: American Red Cross of Greater Kalamazoo
Local: American Red Cross
Fecha: 8/29/2011
Hora: 12:00 PM - 06:00 PM
Coordinado por: Karen Ford
Teléfono: 2693536180

[Haga clic aquí para hacer su cita.](#)

Please call (269) 353-6180, x0 for info or appointment.

Hola

La necesidad de sangre es constante y solamente aquellos voluntarios que donan pueden ayudar a los pacientes en nuestra comunidad. En todo el país, alguien necesita sangre cada 2 ó 3 segundos; y la mayoría de nosotros vamos a necesitar sangre una vez en nuestras vidas.

¡Gracias por apoyar a la American Red Cross con su donación!

American Red Cross Blood Services - 2025 E St. NW, Washington, DC, 20006

[Click here](#) to unsubscribe from further mailings from American Red Cross Blood Services.

Recommended Email Path: Thank You

The below table explains the advantages of using this email template, donor filter, and drive combination to effectively recruit donors. The Thank You email content is written specifically for donors who attended/donated at a past (specific) drive.

Email Template	Drive Type	Target Group Checkbox	Description	Recommendation
Thank You	Past Drive	All Donors who attended the selected drive(s)	<p>It would be beneficial for a BDC to send this email for past drives with this checkbox because:</p> <ol style="list-style-type: none"> 1. The drive has completed and the BDC wishes to thank those who donated 2. "Attending" the drive means the individual actually donated at the drive. The Online Scheduling System does not recognize anyone who did not show up to that drive who had an appointment, or anyone who showed up but did not donate as someone who "Attended." Only those who donated will receive this email if this checkbox is selected. 3. The benefit of selecting this route is that only those who attended and donated will receive an email thanking them for the donation - and further encouraging them to schedule themselves for a future appointment, helping to facilitate a positive donor experience. It also allows the BDC to add personal messaging that would only make sense to those who donated. 	<ul style="list-style-type: none"> • Only use this path • Only send this email once per drive

Important: The system does not limit the BDC to only select the above path. BDC users should be aware that not following this path could cause a negative Donor experience

Sample BDC Email: Thank You

English Template



Dear Ryan,

Thank you for making your recent donation! We hope you had a great donation experience and will come back to see us when you are eligible again. The need for blood is constant. Your commitment to help save lives is truly appreciated and makes a difference in the lives of patients in need.

Thank you for donating

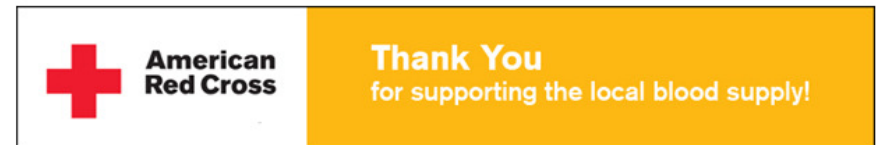
Thanks again,

The American Red Cross Blood Services

American Red Cross Blood Services - 2025 E St. NW, Washington, DC, 20006

[Click here](#) to unsubscribe from further mailings from American Red Cross Blood Services.

Spanish Template



Estimado (a) Ryan,

¡Gracias por su reciente donación! Esperamos que haya tenido una buena experiencia y regrese a vernos tan pronto sea elegible para donar nuevamente. La necesidad de sangre es constante. Agradecemos su compromiso en ayudar a salvar vidas y hacer la diferencia en la vida de los pacientes en necesidad.

Muchas Gracias

Nuevamente Gracias,
American Red Cross, Servicios de Sangre

American Red Cross Blood Services - 2025 E St. NW, Washington, DC, 20006

[Click here](#) to unsubscribe from further mailings from American Red Cross Blood Services.

Recommended Email Path: We Missed You

The below table explains the advantages of using this email template, donor filter, and drive combination to effectively recruit donors. The We Missed You email content is written specifically for donors who did not attend a specific drive that occurred in the past.

Email Template	Drive Type	Target Group Checkbox	Description	Recommendation
We Missed You	Past Drive	All Donors who did not attend the selected drive(s)	<p>It would be beneficial for a BDC to send this email for past drives with this checkbox because:</p> <ol style="list-style-type: none"> 1. The drive has completed and the BDC wishes to send a note to those who had scheduled an appointment but did not donate 2. "Not Attending" the drive means the individual had an appointment but did not actually donate at the drive. They may have showed up at the drive, but did not donate and therefore do not have a donation record for the drive. Anyone who did donate will not receive this email with the drive type and checkbox selected as shown in this path. 3. The benefit of selecting this route is that only those who did not donate that had an appointment schedule will receive an email saying that the American Red Cross missed them and encourages them to schedule another appointment. This provides a positive customer experience because there could be many reasons why the customer did not donate and the follow-up email will demonstrate the Red Cross' commitment to its donors. 	<ul style="list-style-type: none"> • Only use this path • Only send this email once per drive

Important: The system does not limit the BDC to only select the above path. BDC users should be aware that not following this path could cause a negative Donor experience

Sample BDC Email: We Missed You

English Template

Spanish Template



Dear Ryan,

We are sorry that you were unable to make your scheduled appointment to donate blood at American Red Cross of Greater Kalamazoo on Monday August 29, 2011. The need for blood is constant, so we would truly appreciate it if you could reschedule your donation for a time that is more convenient for you. Please visit redcrossblood.org or call 1-800-RED CROSS (1-800-733-2767) to find a convenient blood drive and schedule a new appointment.

We missed you!

Each blood donation can help save more than one life so we hope to see you soon!

Thank you for your support!

Sincerely,

American Red Cross Blood Services

American Red Cross Blood Services - 2025 E St. NW, Washington, DC, 20006

[Click here](#) to unsubscribe from further mailings from American Red Cross Blood Services.

Estimado (a) Ryan,

Sentimos que no haya podido donar sangre en la reciente actividad auspiciada por American Red Cross of Greater Kalamazoo. La necesidad de sangre es constante; por lo que agradeceríamos si volviera a coordinar otra cita para donar en el momento que sea más conveniente para usted.

Por favor visite redcrossblood.org/espanol para coordinar una nueva cita. Cada donación de sangre puede ayudar a salvar mas de una vida. Esperamos verle pronto.

Hola

¡Gracias por su apoyo!

Nuevamente Gracias,
American Red Cross, Servicios de Sangre

American Red Cross Blood Services - 2025 E St. NW, Washington, DC, 20006

[Click here](#) to unsubscribe from further mailings from American Red Cross Blood Services.

