

Running a Successful Blood Drive *Recruitment Resources*

Email Template: Fill the Gaps—Recruit a friend

Subject Line: 3 easy ways to boost our blood drive

We could really use your help as we prepare for our upcoming blood drive. There are still open appointment times, and here are three easy ways you can help us meet our goal on <<date>>.

1. If you haven't scheduled your donation yet, sign up! Schedule your appointment at RedCrossBlood.org using sponsor code <<code>> or download the Blood Donor App.
2. Invite your spouse or significant other. Share the love as you share the lifesaving gift of blood together.
3. Invite a friend to our drive. Donating blood is always more fun with a friend, so bring one along or in place of your donation.

If you have any questions or concerns about donating blood, don't hesitate to get in touch. Your donation means so much to <<organization>> and the American Red Cross. Patients in need count on drives like ours to provide a steady supply of blood. Each donation can help save up to three lives, so by meeting our goal, we can touch so many lives in our community and around the country.

Your commitment to our blood drive's success and <<organization name>> are greatly appreciated. Let's get those appointment times filled up.

<< Blood Program Leader signature>>
<< Blood Program Leader name>>
<< Blood Program Leader information>>