

# Running a Successful Blood Drive *Recruitment Resources*

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## Thank You Note: Blood Donor

Dear <<blood donor name>>,

Thank you for taking the time on <<date>> to donate blood with the American Red Cross. Because of your donation, and the help of the other volunteers, we were able to collect <<unit count>> pints of blood.

Of course, the real winners are the patients in need of blood. As you know, each blood donation can help save up to three lives. Your donation is truly appreciated by the blood recipients, their loved ones and all of us here at <<organization name>>.

<<Consider adding a paragraph about O Negative and/or -Power Red donations if appropriate for this donor. Talk to your Red Cross Account Manager about what is appropriate for your organization and the community.>>

We hope that we will see you again at our next blood drive on <<date>>. You help make <<organization name>> a winning team. I am so grateful for your time, generosity and dedication to helping others.

Thanks again,

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

## Thank You Note: Participant

Dear <<participant name>>,

Thank you for taking the time to attend our blood drive on <<date or day of the week>>. We appreciate it so much. Your effort shows your generosity, selflessness and dedication to helping others. Those are remarkable traits.

With the help of our donors and volunteers, we were able to collect <<unit count>> pints of blood, more than we have ever collected before. Of course, the real winners are the patients in need of blood. As you know each blood donation can help save up to three lives. Your effort is truly appreciated by the blood recipients, their loved ones and all of us here at <<organization name>>.

We hope that we can count on you at our next blood drive on <<date>>. Or we would love to have you as a volunteer to help make our next drive an even bigger success. You help make <<organization name>> a winning team.

Thanks again,

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

## Thank You Note: Volunteer

Dear <<volunteer name>>,

Thank you for taking the time to come out and help with our blood drive. With the help of volunteers like you, we were able to collect <<unit count>> pints of blood, more than we have ever collected before.

Of course, the real winners are the patients in need of blood. As you know, each blood donation can help save up to three lives. Your willingness to commit your time to this effort is truly appreciated by the blood recipients, their loved ones and all of us here at <<organization name>>.

We hope that we can count on you to volunteer again at our next blood drive on <<date>>. You help make <<organization name>> a success. I am proud to work with you.

Thanks again,

<< Blood Program Leader signature>>

<< Blood Program Leader name>>

<< Blood Program Leader contact information>>