

Running a Successful Blood Drive *Recruitment Resources*

Email Template: Your Story Can Be Multiplied

Subject Line: What's your story?

Every donor has a reason. Every reason is unique. If you're an American Red Cross blood donor, there's a reason why you've chosen to save lives in this way.

Our upcoming blood drive goal for <<date>> is <<enter number here>>. If you'll be joining us on that day, I encourage you to share your story. It may be just the inspiration your co-worker needs to make the decision to join us!

A typical donation takes less than one hour. We are proud to make that available to you while you are at work <<school, etc>>. In fact, 99 percent of first-time donors give it a try because sponsors like us make it easy to give it a go.

Let's get a discussion going.

It's for a great cause. <<Senior leader #1 name>>, <<Senior leader #2 name>> and <<Senior leader #3 name>> will all be there supporting the drive, the Red Cross and our community on <<date>>, we look forward to your participation and seeing you there.

If you haven't yet signed up to donate, volunteer or help spread the word, please contact me. There are plenty of opportunities to get involved.

Thank you for making <<organization name>> what it is. Let's make an impact in our community on <<date>> and add that to our list of great accomplishments.

<<Senior leader #1 signature>>

<<Senior leader #1 name>>

(Alternative Version)

Should a member or employee of your organization have a personal connection or story of how units of blood saved their life, a loved one's life or someone dear to them, and they are willing to share it, these personal asks are very powerful motivators and connecting the dots between the act of donating to a known member of the organizational community.

(Alternative Version)

In-honor of and In-memory of drives are also very powerful connection stories to connect the dots between the members of the organization and the recipients who needed or are in need of blood products. If a colleague or coworker recently passed away whose life was extended because of blood products, or a colleague or coworker's life was saved in part because of blood products, these can be very meaningful connections for the organizational community. Drives on day of remembrance for veterans, on Patriots Day (September th) or other - days of remembrance can also be very powerful and provide an engaging platform or theme to rally around.