

# Running a Successful Blood Drive *Recruitment Resources*

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## Email Template: The Straight-out Ask

**Subject Line:** Please schedule your blood donation appointment today

<<Organization>> is proud to sponsor our next blood drive with the American Red Cross on <<date>>.

An estimated 38 percent of Americans are eligible to give blood or platelets, but of those, less than 10 percent actually donate each year. If you are healthy and eligible, please come out to donate. Most donations take about an hour, so book your appointment, roll up your sleeve and become a part of the lifesaving mission of the Red Cross and <<Organization>>. If you don't know if you're eligible, show up to find out. And if you can't donate blood, we would love to have you as a volunteer at our drive.

Drive Details:

Drive Date: <<date>>

Drive Times: <<start to end times>>

<<Organization>> primary contact: <<primary contact name>>

Contact email: <<primary contact email address>>

Contact phone number: <<primary contact phone number>>

Sign up at RedCrossBlood.org using code: <<code>>

There are many ways you can help, but most importantly we hope you come out to donate. <<Senior leader #1 name>>, <<Senior leader #2 name>> and <<Senior leader #3 name>> have all signed up, and we're looking forward to seeing many more of you.

Thank you for making <<organization name>> such a success. Let's make an impact on <<date>> by adding it to our list of great accomplishments.

<< Blood Program Leader signature>>

<< Blood Program Leader name>>

<< Blood Program Leader contact information>>