

# Running a Successful Blood Drive *Recruitment Resources*

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## Email Template: Pre-drive Reminder

**Subject Line:** We look forward to seeing you on <<date>>. Thank you!

Our blood drive with the American Red Cross is coming up, and we have you booked for a <<appointment time>> donation. Thank you so much for being a part of our lifesaving partnership with the Red Cross. By making the commitment to donate blood, you've shown your generosity, and we truly appreciate your support.

**Please remember to do the following on the day of the drive:**

1. Complete your pre-donation reading and health questionnaire online before you come to the blood drive at **RedCrossBlood.org/RapidPass**. This will save about 15 minutes of your time.
2. Bring your driver's license or Red Cross donor card to the blood drive.
3. Drink an extra 16 ounces of water or -noncaffeinated fluids before the donation.
4. Eat a healthy meal before the donation. Avoid overly fatty foods, such as hamburgers, fries or ice cream.
5. Get a good night's sleep the night before.
6. Take the time to enjoy a snack and a drink in the refreshment area immediately after donating.
7. Post your story, a selfie and what you did to your social networks. You should be proud of yourself because you were a part of helping to save lives today.
8. Pat yourself on the back. I'm proud of you, as are many others.

Thanks for all that you do!

Best wishes,

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