



Blood Program Email Messaging

For Use: October 22 – December 19, 2018

Share this message by copy and pasting it in an email to send to youth donors to join their peers in this lifesaving movement of donating blood at your blood drive.

Suggested Email Subject Line: **FREE T-shirt! Schedule your blood donation today.**

Hi **<insert friend/family/co-workers name>**,

Let's save lives together. Our school is hosting an American Red Cross blood drive on **Weekday, Date** at **Time** and WE NEED YOU TO DONATE BLOOD!

Come to give at the blood drive and as a thank you, you will receive a FREE Red Cross short-sleeved T-shirt, while supplies last.*

About 20% of all blood donations in the U.S. come from young donors, like YOU. The role you play by donating blood in the lives of a car accident victim or someone fighting cancer is so important.

Visit redcrossblood.org and enter code **<sponsor code>** to schedule your appointment today. Or **<call/email>** me at **<phone number/email address>**.

All the best,
<your name>

P.S. Forward this email to invite a friend to join you...donating is always better with a friend!

*T-shirt offer applicable for High School and College blood drives between Oct. 22 - Nov. 20, 2018, while supplies last.