

Introduction Email – next drive (looking for greater involvement)

**Subject Line: Let's beat our blood donation record!**

Over the last <<number of months, years>>, we've partnered with the American Red Cross to host some very successful blood drives. On <<date>>, we're doing it again, and this time we are being challenged out of need to support more patients.

At our most successful drive, we worked together to collect over <<unit count from most successful drive>> pints of blood. It is heartening to know that together we have accomplished so much good. I think we can go even further this time.

I would like to ask all of us to be a part of increasing our goal to <<new goal number>> units collected. <<name of BDC>> is leading the blood drive, and will be sending out more information soon. If you would like to volunteer, please contact <<name of BDC>> about joining the team, or reach out to either of us with any questions you may have.

Consider one of three ways to support this blood drive: roll up your sleeve and donate, support those who donate by volunteering, or pledge to support our efforts by posting to your social networks about this great community initiative.

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 meeting this new goal and add it to our list of great accomplishments.

<<Senior leader #1 signature>>  
<<Senior leader #1 name>>