

Introduction Email – Best Practice first drive with Theme, Recognition and Hype

**Subject Line: Let's help save lives on <<date>>**

On <<date>> we'll roll up our sleeves and help save lives! We will proudly partner with the American Red Cross to hold what we expect to be the first of many blood drives. The Red Cross has over 130 years of experience providing humanitarian aid – including more than 70 years of supplying blood to those in need.

Each pint of blood we collect can help save up to three lives and will touch the lives of so many more. What a great way to pay it forward and make an impact on people in our community and across the country. We are very excited about the drive and I hope you are too.

<<name of BDC>> is leading this initiative. The theme for <<date>> will be <<theme name here>>. We are planning some great activities and giveaways for that day. Let's show our community and the patients in need of blood just how much we can do. 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.

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 on <<date>>.

It's not every day that we do something that has such a lifesaving impact. Let's blow this out of the water! Thank you for making <<organization name>> what it is. I'll be looking forward to seeing you at the blood drive.

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