

Introduction Email for Leadership

Subject Line: Very exciting news

We are excited to partner with the American Red Cross on <<date>> to launch the first of what we hope will be many blood drives. We'll be working together to give back to the community in a truly life changing way since each donation we collect can save up to three lives.

<<name of BDC>> is leading the blood drive for us 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.

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>>.

The Red Cross has been making a humanitarian impact for more than 130 years, and has been collecting blood for over 70 of those years. We can all be part of something important when we work with the Red Cross to strengthen the blood supply and give back to our community.

Thank you for making <<organization name>> such a success. Let's make an impact on <<date>> and add saving lives to our list of great accomplishments.

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