The American Red Cross – the why

Subject Line: **Why we partner with the American Red Cross**

<<Organization name>> is proud to partner with the American Red Cross and be a part of all they do for our community, our country and around the world. Our blood drive is important to patients in need, but the collection and distribution of blood is just a small part of all the Red Cross does. The enormity of what the Red Cross accomplishes every day is astounding and this is one of the reasons we chose them as one of our core community outreach partners.

- Every 60 seconds, 44 people in America are assisted by the American Red Cross.
- 15,500 people every day receive lifesaving Red Cross health and safety training.
- 1,000 times a day the Red Cross provides services to military members, their families and veterans.
- 190 times a day Red Cross workers help families affected by a home fire or disaster.

From a blood supply standpoint:

- The Red Cross must collect 14,000 units of blood each day.
- The blood collected by the Red Cross helps millions of patients in over 2,400 hospitals across the country.
- 80 percent of blood donations are given at blood drives are hosted by generous sponsoring organizations like ours.

At **<<organization name>>**, we are proud to hold blood drives every **<<insert your drive frequency here>>** in partnership with the Red Cross, giving us all an opportunity to make a difference.

Our next drive is coming up on **<<date>>**. We still have **<<open appointment slots here>>** open appointment slots to fill.

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 to give blood, and we're looking forward to seeing many more of you. If you can't donate, please consider joining volunteer team or help spread the work by promoting our drive on social media.

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

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