

Stories multiplied – Your Story Can Be Multiplied (alternative version)

Subject Line: Your Story Mingled and Multiplied

Every unit we donate at our blood drive can help save up to three lives. Each recipient of that blood donation has his or her own story. He or she could be an accident or trauma victim, cancer patient, a mother giving birth, a premature baby, a transplant recipient or surgical candidate. Our impact goes beyond that patient – it is multiplied by the impact it has on that person’s loved ones who are thankful for the unit we donated.

The American Red Cross could not meet patient needs and touch all of those lives if it were not for organizations like ours. We are proud to support our community, our country and be a part of the impact that the Red Cross makes every day.

Our upcoming blood drive collection goal on <<date>> is <<enter number here>>. Think about all of the lives we can touch by signing up to donate. A typical donation takes less than one hour, and we are proud to make that available to you while you are at <<work/school, etc...>>. If you can’t give, you can still make an impact by volunteering to support the drives and encouraging others to give using your social media channels and network.

Remember that every blood donation has a story attached to it. The story of why we donated; each volunteer’s story of why they helped; the story of why we hosted the blood drives and the recipient’s story when they receive a generous donation. Consider making your personal story part of the collective stories.

<<Senior leader #1 name>>, <<Senior leader #2 name>> and <<Senior leader #3 name>> will all be there supporting the drive, the Red Cross and our community on <<date>>. We look forward to your participation and seeing you there.

Best wishes to you, and thank you for making <<organization name>> what it is. Let’s make an impact in our community on <<date>> and add that to our list of great accomplishments.

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