

# Running a Successful Blood Drive *Recruitment Resources*

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## Email Template: 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 hour of the day, more than 1,200 people in America are assisted by the American Red Cross.
- More than 17,000 people every day receive lifesaving Red Cross health and safety training.
- Every day, the Red Cross provides more than 1,100 services to military members, their families and veterans.
- About 170 times a day, Red Cross workers help families affected by a home fire or other disaster.

From a blood supply standpoint:

- The Red Cross - **needs to collect** more than 13,000 blood donations and more than 2,500 platelet donations each day.
- The blood collected by the Red Cross helps millions of patients in over 2,500 hospitals and other facilities across the country.
- 84 percent of blood donations are given at blood drives - 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 our 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>>