

Monthly Digital Toolkit

JUNE & JULY 2025

E-MAIL COPY:

SUBJECT LINE: Our blood drive is a perfect summer escape

You've been cooped up inside all winter. Now that summer's finally here, do you, too, feel the need to escape? With our free air conditioning, free refreshments and friendly atmosphere, we could be your perfect escape.

[Drive Information]

E-MAIL COPY:

SUBJECT LINE: Celebrate Independence Day with a blood donation

Freedom courses through your veins – so does kindness for your fellow Americans. Save the lives of your neighbors in need; donate at the blood drive below. (We can't promise fireworks, but we'll ooh and ahh for you just the same.)

[Drive Information]

TALKING POINTS

- Escape to somewhere nice: Feeling cooped up? After a long winter indoors, it's time for a change of scenery — and donating blood is the perfect excuse to get out! With our free air conditioning, free refreshments, and friendly atmosphere, our blood drive could be the nicest escape for donors.
- Father's Day: Honor the heroes in our lives! Dads, grandpas, and father figures are everyday heroes and you can be one too by donating blood. This Father's Day, give the gift that truly matters and help save lives by donating blood.
- Independence Day: Blood donations often drop around the 4th of July because of vacations and holiday plans, but patients still need lifesaving blood every day. Giving blood ensures hospitals are stocked and ready when emergencies happen. This 4th of July, show your kind spirit by donating blood and saving lives.
- Summer Need: Did you know shortages of all blood types most often occur during the summer and winter holidays? Take just one hour out of your summer plans and donate blood, save lives, and help prevent summer shortages.

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COORDINATOR REFERRAL

We appreciate your dedication to supporting blood drives—your efforts save lives and bring communities together. But let's keep the momentum going!

Know someone at an organization, business, school, place of worship, or hospital that could host a blood drive? Refer them to us! When they successfully host their first-ever Versiti blood drive and credit you as the referrer, you'll receive a \$50 e-gift card as a thank-you.

How to Participate:

1. Have your referral contact their Versiti account representative and mention your name.
2. Or, share their contact details with your account representative.
3. Once they book their first-ever blood drive, you'll receive your reward!

This program runs all of 2025—every new host strengthens our mission and ensures blood is always available. Let's grow our lifesaving impact together!

HOW TO ASK FOR BLOOD DRIVE REFERRALS

Expanding our network of blood drive hosts means more lives saved. Here's how you can encourage others to get involved:

- Share Your Success – Tell them how easy and impactful hosting a blood drive is. "Our last drive saved lives—you could make the same difference!"
- Make It Personal – Reach out to businesses, schools, or community groups. "Have you ever thought about hosting a blood drive?"
- Keep It Simple – Offer to connect them with a Versiti rep who will handle the details.
- Highlight the Benefits – It's a great way to give back, engage members, and strengthen community ties.
- Use Social Media & Email – Post success stories or send a quick message to spark interest. See samples below.
- Follow Up – If they seem interested, check back in to keep the momentum going.

Your referrals help ensure blood is always available—let's grow our lifesaving impact together!

SOCIAL MEDIA POST

🌟 Host a Blood Drive & Make a Lifesaving Impact! 🌟

Have you ever thought about hosting a blood drive? It's easier than you think, and you'll be giving people in our community the gift of life. 💧❤️

I've hosted blood drives with Versiti, and they provide all the support you need to make it a success. I'd love to help YOU do the same!



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EMAIL COPY:

SUBJECT: Let's Save Lives Together, Host a Blood Drive!

Hi [First Name],

I wanted to reach out because I've had an amazing experience hosting blood drives with Versiti, and I think you'd be a great fit to do the same! Hosting a blood drive is an easy and rewarding way to give back and help ensure blood is available for those in need.

Versiti makes the process simple with full support every step of the way. I'd love to connect you with my Versiti rep and help get you started.

Would you be open to learning more? Let me know what you think!

Looking forward to hearing from you.

Best,

VERSITI COORDINATOR CORNER FACEBOOK GROUP



Have you joined the Facebook Group yet? It's a great space to connect and collaborate with other coordinators, share tips, and raise awareness about the importance of blood donation! Join the Versiti Coordinator Corner Facebook Group here: <https://www.facebook.com/groups/versiticoordinatorcorner>

