

Sample recruitment letter to co-workers, community members, etc.

(DATE)

Dear Colleague/Friend,

We have a chance to make a big difference in the lives of people right here in Northern California by taking part in the (NAME OF COMPANY/ ORGANIZATION) blood drive, this (DATE).

Every three seconds, someone needs a blood transfusion, yet less than 4% of those eligible to give blood do! Your blood donation could help an accident victim, someone receiving an organ transplant or a cancer patient battling their disease. In fact, since each blood donation is separated into its components, you can actually save three lives!

Northern California frequently experiences serious blood shortages. In fact, in January of 2000, blood supplies were so low that surgeries had to be cancelled. This should never have to happen.

Please join me and our other colleagues/friends this (DATE) at (TIME) in the (ROOM/LOCATION DRIVE WILL BE IN) to help save lives. (INSERT OTHER INFO HERE LIKE PRIZES, GIVEAWAYS, ENTERTAINMENT, ETC).

Please contact me at (INSERT PHONE NUMBER, EMAIL, ETC.) to schedule an appointment to donate blood during the (NAME OF COMPANY/ORGANIZATION) blood drive.

Let's show we care! Thank you.

Sincerely,

(NAME, CONTACT INFO)