

SUBJECT LINE OPTIONS:

Neighbors Need Neighbors – and Neighbors Need Blood
Neighbors Need Neighbors to Donate Blood
Neighbors Need Neighbors: Blood Donors Needed
Neighbors Need Neighbors: Give Blood on DATE
Neighbors Need Neighbors: Give Blood at LOCATION
Upcoming: Donate Blood at the Neighbors Blood Drive
Don't Miss the Neighbors Need Neighbors Blood Drive
Give blood and give hope for patients in need
Give back to our community, give blood
Be the difference, donate blood
Be a Beacon in our community, give blood
Donate blood to help people like you
Donate blood for local patients like you
Donate blood for patients with sickle cell disease
Our community needs blood from donors like you
Our community is counting on blood donors like you
Diverse donors needed for better transfusion outcomes

BODY 1:

Dear Friend: I know you share my love and concern for the health and happiness of our neighbors. Did you know donating blood at an upcoming Versiti blood drive is an easy yet powerful way for you to strengthen our community?

When you donate blood, you can help save a local patient's life and give hope to that patient's family. Accident victims, premature babies, patients with sickle cell disease, and other patients who need blood transfusions to stay healthy are counting on kindhearted people like you.

Neighbors need neighbors. Make a difference in our community by donating at the drive below.

[Drive Information]

About Sickle Cell Disease:

Sickle cell disease is a genetic blood disease that affects millions of people around the world, with a high prevalence among African Americans. Patients with this disease can experience severe pain and often require blood transfusions as a form of treatment, sometimes every 3-4 weeks.

- SCD occurs in about 1 out of every 365 babies of African descent.
- About 1 in 13 babies of African descent is born with sickle cell trait (SCT).

BODY 2:

Dear Friend: You are your own best match. Donating blood in our community saves lives in our community. Neighbors need neighbors to donate.

Many patients are more likely to find a better match when they receive blood transfusions from individuals of similar ethnic backgrounds. Patients with sickle cell disease, for example, many of whom come from diverse communities, often need blood transfusions from donors like you to ease their pain and feel healthy. Make a difference by donating at the Versiti blood drive below:

[Drive Information]

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BODY 3:

Dear Friend: Neighbors need neighbors to donate blood, especially in diverse communities like ours. Minority blood donations have historically been low in the United States, and ethnically diverse donors are underrepresented in our donor base. Increasing the proportion of diverse blood donations would go a long way toward reducing blood transfusion complications, particularly in patients with sickle cell disease.

Many patients are more likely to find a better match when they receive blood transfusions from individuals of similar ethnic backgrounds. Your blood donation would help us provide a better quality of life for patients of all ethnic backgrounds, and may be the difference between life and death for a patient in need. Make a difference by donating at the Versiti blood drive below:

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BODY 4:

Dear Friend: Neighbors need neighbors to donate blood – especially for patients with sickle cell disease (SCD). Sickle cell disease is a genetic blood disease that affects millions of people around the world, with a high prevalence among African Americans. Patients with this disease can experience severe pain and often require blood transfusions as a form of treatment, sometimes every 3-4 weeks.

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- About 1 in 13 babies of African descent is born with sickle cell trait (SCT).

Donating blood is a powerful way for our community to rally around these patients and save lives. Make a difference by donating at the Versiti blood drive below:

[Drive Information]