

2025 Versiti Affiliate Toolkit

This Toolkit is here for you, our Versiti Affiliate, to use as you spread the importance of blood donation and invite your friends, family, and community members to donate at Versiti.

Make sure to insert your affiliate code where it says “[**AFFILIATE CODE**]” and include your personal information at the bottom of the copy you are using.

Reminder, your affiliate code is how your new donors will access the website to make their appointment, and ultimately, donate.

Thank you for choosing to become a Versiti Affiliate!

What's included

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Email Templates

Email Template 1: Encouragement to Donate Blood

Subject: Give the Gift of Life – Donate Blood Today!

Hi [Recipient's Name],

I hope you're doing well! I'm reaching out with a life-saving opportunity to make a big difference in someone's life today.

Did you know that donating blood can help save up to three lives? It's a simple, quick, and impactful way to give back to the community.

As part of an exciting campaign, I've partnered with Versiti to encourage blood donations, and I'm inviting you to join this life-saving mission.

Here's how you can help:

1. Use my code [AFFILIATE CODE] to access the website. Enter your name and email.
2. Schedule an appointment to donate blood.
3. Donate

Together, we can make a difference. Thank you for considering giving the ultimate gift – a donation that could help save lives.

Best regards,

[Your Name]

[Contact Information]



Email Template 2: Urgent Call to Action for Blood Donation

Subject: There's an Urgent Need for Blood – You Can Help!

Hi [Recipient's Name],

Right now, hospitals are in urgent need of blood donors to help save lives. Your donation can have a profound impact on those in need.

I'm part of an amazing initiative with Versiti that aims to provide more life-saving blood donations, and I'd love for you to join the cause.

Here's how you can help:

1. Use my code [AFFILIATE CODE] to access the website. Enter your name and email.
2. Schedule an appointment to donate blood.
3. Donate

Let's come together to make an impact. Donating blood is one of the simplest yet most powerful ways to make a difference.

Thank you so much for your kindness and support!

Best,

[Your Name]

[Your Contact Information]



Email Template 3: Sharing Your Personal Donation Story

Subject: Why I Chose to Donate Blood – And You Can Too!

Hi [Recipient's Name],

I wanted to share something really important with you. A little while ago, I donated blood, and it was one of the most rewarding experiences of my life. Knowing that my donation could help save someone's life is something I'll never forget.

Now, I'm encouraging you to join me in this life-saving mission. I've partnered with Versiti to spread awareness about the urgent need for blood donations.

To donate:

1. Use my code [AFFILIATE CODE] to access the website. Enter your name and email.
2. Schedule an appointment to donate blood.
3. Donate

I truly believe that together, we can make a big difference. Please consider donating and using my code to help save lives.

Thank you so much for your support!

Best regards,

[Your Name]

[Your Contact Information]



Email Template 4: Reminder to Donate and Use Code

Subject: Your Chance to Save Lives – Don't Miss Out!

Hi [Recipient's Name],

Just a quick reminder! You have the chance to save lives by donating blood – and don't forget to use my code [AFFILIATE CODE] when you donate to receive a \$10 E gift card from Tango.

It's easy, quick, and so important. Your donation could be the one that makes the difference for someone in need.

To donate:

1. Use my code [AFFILIATE CODE] to access the website. Enter your name and email.
2. Schedule an appointment to donate blood.
3. Donate

Let's come together to make a real impact.

Thank you for your generosity!

Best,

[Your Name]

[Your Contact Information]



Social Media Copy

Feel free to pick and choose, or mix and match, your favorites from the options below. Combine them, lengthen them, shorten them, or otherwise make them your own – or feel free to write your own entirely. Most importantly, have fun – and THANK YOU!

All social media platforms can be used except for LinkedIn. LinkedIn cannot be used to promote Versiti or your affiliate status. Please see Versiti Affiliates terms and conditions for details.

Hashtag examples that can be inserted into any post

#Versiti

#VersitiBloodCenter

#VersitiAffiliate

#blood

#blooddonation

#blooddonor

#donateblood

#givelife

#savelives



FIRST LINE(S) OPTIONS

If you're reading this, you're my friend. Here's how you can be a friend to people you've never met.

The cause of blood donation is important to me – almost as important as it is to local patients.

What if I told you that you could save a life today, or possibly even up to 3 lives? It's true!

I don't often talk about donating blood, since it's something I do for others, not myself. On behalf of those others, I'm speaking up now.

Question: When's the last time you donated blood? Want to donate blood with me?

“DID YOU KNOW?” OPTIONS

Did you know...

...One blood donation can save up to three lives.

...Someone needs blood every two seconds.

...One in seven hospital patients will need blood.

... In the time it takes to read this post, 2 local hospital patients will need a blood transfusion.



THE NEED FOR BLOOD OPTIONS

Our entire community is counting on you.

Right now, countless local families are asking for your help.

Hospital patients and everyone who loves them are turning to you in hope.

Your blood could save the life of a cancer survivor, sickle cell warrior, organ transplant patient, premature baby, accident victim or other local patient.

Just one hour of your time can make a lifetime of difference for a local family in need.

CALL TO ACTION OPTIONS

What do you think? Are you ready to join me?

Join me and let's make a difference together!

Will you join me in saving lives with Versiti?

Want to join me in making an impact with Versiti?

Why not join me as a lifesaving Versiti blood donor?

Won't you please join me and donate blood with Versiti?

That's why I'm a Versiti blood donor – how about you?



Facts about Blood Donation

Versiti Collects 600,000 annual units

Versiti is the 5th largest blood provider in the US

Versiti host over 13,000 community blood drives annually

Must be between the ages of 17 to 79 to be eligible to donate

There are four (4) main blood groups: A, B, AB, and O

O negative blood is the universal donor and can be given to anyone

AB+ blood is the universal recipient and can receive blood from anyone.

The United States is currently in a blood shortage, which is why its more important then ever to donated blood.

Blood donation can save up to three (3) lives.

Blood donated at Versiti is used for medical procedures, surgeries, and emergencies

The donation process typically takes about an hour.

Most donors experience no side effect when donation blood.

You can donate whole blood every 56 days



Maximize Reach and Engagement

Dear Affiliates,

As an affiliate, your role is vital in promoting products or services that align with your audience's needs and interests. But how do you stand out in an ever-growing digital space and truly maximize your engagement and reach? The answer lies in combining the right strategies, consistency, and a deep understanding of your audience. Here's how you can take your affiliate marketing efforts to the next level:

1. Know Your Audience Inside and Out

The foundation of successful affiliate marketing lies in understanding who you're talking to. Take time to research your audience's preferences, challenges, and behaviors. What are they looking for? What problems do they need solving? When you create content that speaks directly to their needs, your engagement will naturally increase. Tailor your promotions and messages to resonate with your followers, ensuring that the products or services you're promoting feel authentic and valuable to them.

2. Diversify Your Content Platforms

While affiliate marketing often thrives on social media, your reach can be significantly expanded by diversifying where you share content. Use a combination of platforms such as blogs, YouTube videos, Instagram, TikTok, Facebook, email newsletters, and even podcasts. Each platform has its unique strengths, so find what works best for your content and audience. A blog might allow for in-depth product reviews, while short-form video on TikTok can offer quick, engaging promotions.



3. Create Engaging, High-Quality Content

Your content is the bridge between your audience and the products you promote. Whether it's an in-depth blog post, a YouTube unboxing, or an Instagram story, ensure your content is informative, engaging, and valuable. Share your personal experiences with the products, explain why they're beneficial, and how they've made an impact. Don't just focus on selling—educate, entertain, and offer real insights that make your audience want to engage with your posts and share them with others.

4. Incorporate Interactive Elements

To increase engagement, involve your audience directly in your content. Polls, quizzes, contests, and even live Q&A sessions encourage your followers to interact with you. These interactive elements can help generate conversation, and when people engage, they're more likely to share your content or purchase through your affiliate links. On platforms like Instagram and Facebook, use features like polls, question boxes, or sliders to ask for feedback and create discussions.

5. Leverage the Power of Email Marketing

Email is one of the most powerful tools for affiliate marketing. Build and nurture your email list by offering valuable content and exclusive offers to your subscribers. Send personalized recommendations, highlight seasonal deals, or share affiliate-related blog posts or videos. Because email allows you to directly reach your audience, it can drive highly engaged traffic to your affiliate links. Ensure your emails provide genuine value and don't overwhelm your subscribers with too many promotions.

8. Track Your Performance and Optimize

To ensure that your affiliate marketing efforts are as effective as possible, you need to track your performance. Use analytics tools provided by your affiliate networks, social media platforms, or Google Analytics to measure clicks, conversions, and engagement. By understanding what's working and what's not, you can adjust your strategy to focus on the most effective tactics. Don't be afraid to experiment with different content formats, messaging, or promotional techniques to see what resonates best with your audience.



9. Collaborate with Other Affiliates and Influencers

One of the best ways to expand your reach is by collaborating with other affiliates or influencers in your niche. By partnering on a campaign, co-hosting webinars, or doing joint giveaways, you can expose your affiliate offers to new audiences. Cross-promotions also help build credibility, as audiences tend to trust recommendations from influencers they already follow. Consider networking within your niche to form partnerships that are mutually beneficial.

10. Be Authentic and Transparent

Transparency is key in building trust with your audience. Always disclose affiliate links and be honest about your experiences with the products you're promoting. People are more likely to engage and act on your recommendations when they feel like they can trust you. Authenticity is also vital—only promote products you genuinely believe in and that align with your values. Your audience will appreciate your integrity and will be more likely to engage with your content and follow your recommendations.

