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**Corporate Partners for Life**

**Champion to Company**

**Kick-Off Evite Suggested Copy**

Here’s something you may not know: our company has partnered up with *Partners for Life* – a national program committed to saving lives through blood donations.

We’ve got it in us to work together and reach a donation pledge of <XX> units of blood for the year to help contribute to Canada’s blood supply.

Come and see what it’s all about at our kick-off event on <date>. You’ll find out how you can donate, ask your coworkers who have previously donated what it’s like and even have a cookie or two.

**Registration Email Suggested Copy**

***Subject line*:** Let's do something amazing

**Alts:** Guess what we can do together?

Together we can save lives

Partner up with Partners for Life

***Email lead:***

**Head:** It can take only 2 units of blood to help someone who needs brain surgery.

If you and 5 coworkers donated, we could save 3 lives.

**Alts: Subject line:** 85% of our coworkers will read this email

 **Head:** If all of them donated blood, we could help save <hundreds> of lives.

**Subject line:** There are 78 keys on your keyboard

**Head:** If that many coworkers donated, we could help 15 people in cancer treatment.

**Subject line:** There are 40 keys on most smartphones.

**Head:** If those were blood donors instead, we’d help 8 cardiovascular surgery patients.

***Copy:***

Hi colleagues,

Here’s something you may not know: our company has partnered up with *Partners for Life* – a national program committed to saving lives through blood donations.

We’ve got it in us to work together and reach a donation pledge of <XX> units of blood for the year to help contribute to Canada’s blood supply.

Come and see what it’s all about at our kick-off event on <date>. You’ll find out how you can donate, ask your coworkers who have previously donated what it’s like and even have a cookie or two.

As your Champion, I have more information about the program and can answer any questions you may have about donating. In the meantime, let’s roll up our sleeves for our first blood donor clinic:

* <date>
* <location>
* life bus schedule [links to schedule]

Ready to be a donor? Register as a member of our team with this Partner ID#: **XXX000** and help Canadian Blood Services track the number of donations.

Register now [links to blood.ca/joinpartnersforlife]

Just think – together we can do something pretty incredible. We can save lives.

Thank you!

<name>

Your Champion contact

**Motivation Email Post Kick Off**

**Copy:**

Join our team and help contribute to our goal of <XXX> units collected with Partners for Life. To become a donor, register at [www.blood.ca](http://www.blood.ca) today!

Our first blood donor clinic is:

<date>

<time>