

Subject: Keep Saving Lives Locally – [Hospital Name] Now Partners with LifeServe

Dear Valued Donor,

First, thank you for your generous blood donations over the years. Because of you, countless lives have been saved at [Hospital Name]. Today, we have an important update about our blood donation program. [Hospital Name] has a new partnership with LifeServe Blood Center – which means LifeServe is now the **exclusive provider of blood for our patients**. We're reaching out to reassure you that your lifesaving impact will continue, and to invite you to join us in this new chapter. What does this mean for you as a donor?

- **Your Impact Stays Local:** Every pint you donate with LifeServe will go to help patients right here at [Hospital Name] and in our community. **100% of the blood needed for our hospital now comes from LifeServe donors**, so donating through LifeServe is the best way to support local patients.
- **Your Donation History is Honored:** Worried about losing your donation record or donor rewards? Don't be! LifeServe will honor your existing donation count and gallon milestones, ensuring you get credit for all the donations you've given before. You'll also continue to earn reward points for each donation as a thank you for your generosity.
- **Same Mission, New Partner:** LifeServe is a nonprofit, community-focused blood center that our hospital chose for its excellent service and commitment to patient care. While the name on the donor center has changed, our shared mission remains the same – **providing the best care for our patients**. Rest assured, the switch to LifeServe will be seamless for donors like you.

We understand change can bring questions, and we're here to support you. The most important thing is that local patients still rely on your donations. By giving blood with LifeServe, you ensure that surgeries, cancer treatments, emergency transfusions and more can go on uninterrupted at [Hospital Name]. We invite you to schedule your next donation with LifeServe. Visit lifeserve.info/schedule to find a convenient time and location. If you had an appointment scheduled with our previous blood center, our team can help transfer it to LifeServe – just let us know. Thank you again for your dedication to saving lives. Your commitment means the world to the patients who receive your blood. We look forward to seeing you at our LifeServe blood drives and we're excited to continue this lifesaving journey together.

Sincerely,

[Your Name]

[Title] at [Hospital Name]