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Life.



GIVE BLOOD, GIVE LIFE.



01 RED 25: NEW YEAR, NEW GOAL

Building on a successful 2014 for Club Red, there's change on the horizon with the transformation of the Blood Service's old group donation program into something new: Red25.

"The idea is that, in today's connected society, when you rally a lot of people together, even if they're actually far apart, you can make an incredible impact."

Red25 is about uniting to reach a goal: to raise 25 per cent of all blood donations needed by Australia. Why 25 per cent? Because it's just the right amount to ensure a strong, sustainable foundation for Australia's blood supply. And because it's ambitious, but not impossible.

[Read more](#)

02 SAFE BLOOD IN A CHANGING CLIMATE

03 FACES OF THE PHONES

04 FACES OF DONATION

05 HOW HAVING YOUR SAY CAN HELP - YOU

06 STEM CELL DONATION GIVES THE GIFT OF LIFE

07 TREE OF LIFE CELEBRATES DONOR GENEROSITY

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Integrated Forms
Embed your forms directly into your email campaigns.

Smart CRM
Manage your contacts and track their interactions with your brand.

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Comprehensive Email Marketing for all sizes. From MailChimp MailChimp MailChimp. We're here to help you grow your business with email marketing. We're here to help you grow your business with email marketing.

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Make your email campaigns stand out with your brand's colors and fonts.
- Schedule your favorite emails**
Plan your email campaigns in advance and schedule them to go out at the right time.
- Make Email marketing work**
Use the power of email marketing to reach your audience and drive results.

YOUR LOGO



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