

TITLE: THE GREATEST GIFT
MEDIUM/LENGTH: VIDEO/:30
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VISUAL: EXT. COTTAGES – DAY

VISUAL: In front of the single-story, interconnected cottages, reads a sign: “Welcome to Sweet Haven Retirement Village.”

SUPER: “The Greatest Gift”

VISUAL: INT. COTTAGE – BEDROOM

VISUAL: JAMES PORTER (late 70s) sits in a black, leather chair while working on a crossword puzzle. The TV remote sits on a table within arm’s reach.

VISUAL: LILI RANDOLPH (early 40s) KNOCKS on his open door.

VISUAL: Her name badge reads: Lili Randolph “Executive Director, Sweet Haven Retirement Village”

LILI: James, it’s time to go... ‘home.’

VISUAL: She gestures up with her eyes.

VISUAL: James stands.

JAMES: I’m: ‘D-E-A-D?’

LILI: Physically... yes.

VISUAL: She looks over his shoulder – behind him.

VISUAL: James turns and sees himself in his chair, as if he were peacefully sleeping.

VISUAL: His eyes well up with tears. He lowers his eyes in shame.

JAMES: But I never did anything meaningful or important.

LILI: Oh, really?

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VISUAL: She grabs the TV remote. Punches in the numbers: 85122514

VISUAL: ON TV...

VISUAL: SERIES OF SHOTS:

VISUAL: James at YOUNGER AGES donating blood several times.

LILI (OS): Your blood donations helped several people. You even saved the life of a little girl.

VISUAL: SERIES OF SHOTS:

VISUAL: James's blood transfused into the arms of a number of patients of various ages, genders, and ethnicities, including a little girl.

LILI: That little girl grew up to become an executive director at a retirement village.

VISUAL: Lili's eyes well up. James realizes. Smiles. Chokes up with pride.

JAMES: (resolved) I'm ready now.

VISUAL: An angel DELLA (early 30s), KNOCKS on James's door. Light shines off her head in the shape of a halo.

LILI: This is Della. She'll escort you.

DELLA: James, you're a popular guy... (gestures "up" with her eyes) up there.

VISUAL: James beams with joy.

ANNCR (VO): Not all angels have halos. Be an angel and donate blood every sixty days.

SUPER: This PSA was sponsored by Target.

SUPER: #BloodDrive #BeAnAngel #TheGreatestGift #RedCross redcross.org #Target target.com

TITLE: THE GREATEST GIFT
MEDIUM: ONLINE AD + PROMOTIONAL EMAIL

Not All Angels Have Halos

[Photo: In what appears to be a family tree, late 70s JAMES PORTER's photo sits at the top of the "tree." Intravenous tube goes from his arm to eight people of various ages, genders and ethnicities below him. Those eight people then have an intravenous tube that goes from their arm to....]

Be an Angel and Donate Blood Every 60 Days

Blood donations are critical. You never know when you or a loved one may need to receive a blood transfusion.

If you're in good health, and you are at least 17 years old, you can donate blood supply, or 16 years old with parental/guardian consent, if allowed by state law. There is no upper age limit for blood donation as long as you are healthy with no restrictions or limitations to your activities.

Be a hero – donate blood and save as many as 3 lives.

Donate by September 7, 2019 and you will receive a \$10 gift card courtesy of Target via email. Make your appointment now.

[Within Signup Form: [Zip Code](#)] [Within Signup Form: [Make appointment](#)]

#BloodDrive #BeAnAngel #TheGreatestGift #RedCross redcross.org #Target target.com

Note: I was not hired by the American Red Cross or Target to write this. However, it does give you an example of the great work I can do for you when we work together.