



# SAVE THE PULSE

SAVE HEARTS. SAVE LIVES. All donations quadrupled!

Dear Eitan,

At United Hatzalah, we take every opportunity we can to help save a life. I never thought when I was 16 years old, running to a bleeding man after hearing the call on a police scanner, that United Hatzalah would grow into a life saving movement, with 3,000 volunteers all over Israel, who drop whatever they're doing in order to answer a call.



I am writing to you because we have an unique opportunity that can [radically increase our ability to treat to cardiac arrest calls](#) in Israel, but time is running out. Approximately 25,000 cardiac arrests occur in Israel every year. **Only 30% of our volunteers have defibrillators** needed to save the pulse of stopped hearts

If United Hatzalah raises **\$250,000 before December 31st** for our 'Save the Pulse' defibrillator campaign, a group of generous matching donors will make it \$1 Million. **This means each dollar you contribute is quadrupled... but it's all or nothing.**

**I'M SAVING THE PULSE**

**We must succeed before the end of 2015!** United Hatzalah's life saving services are *free, universal and 24/7.* Now is the time to step up and maximize your impact.

With [one click](#), you can help ensure that 50% of our volunteer medics in Israel, 1 in 2, will respond to emergency calls with life saving defibrillators.

For each dollar you donate, our matching donors multiply it by **x4**



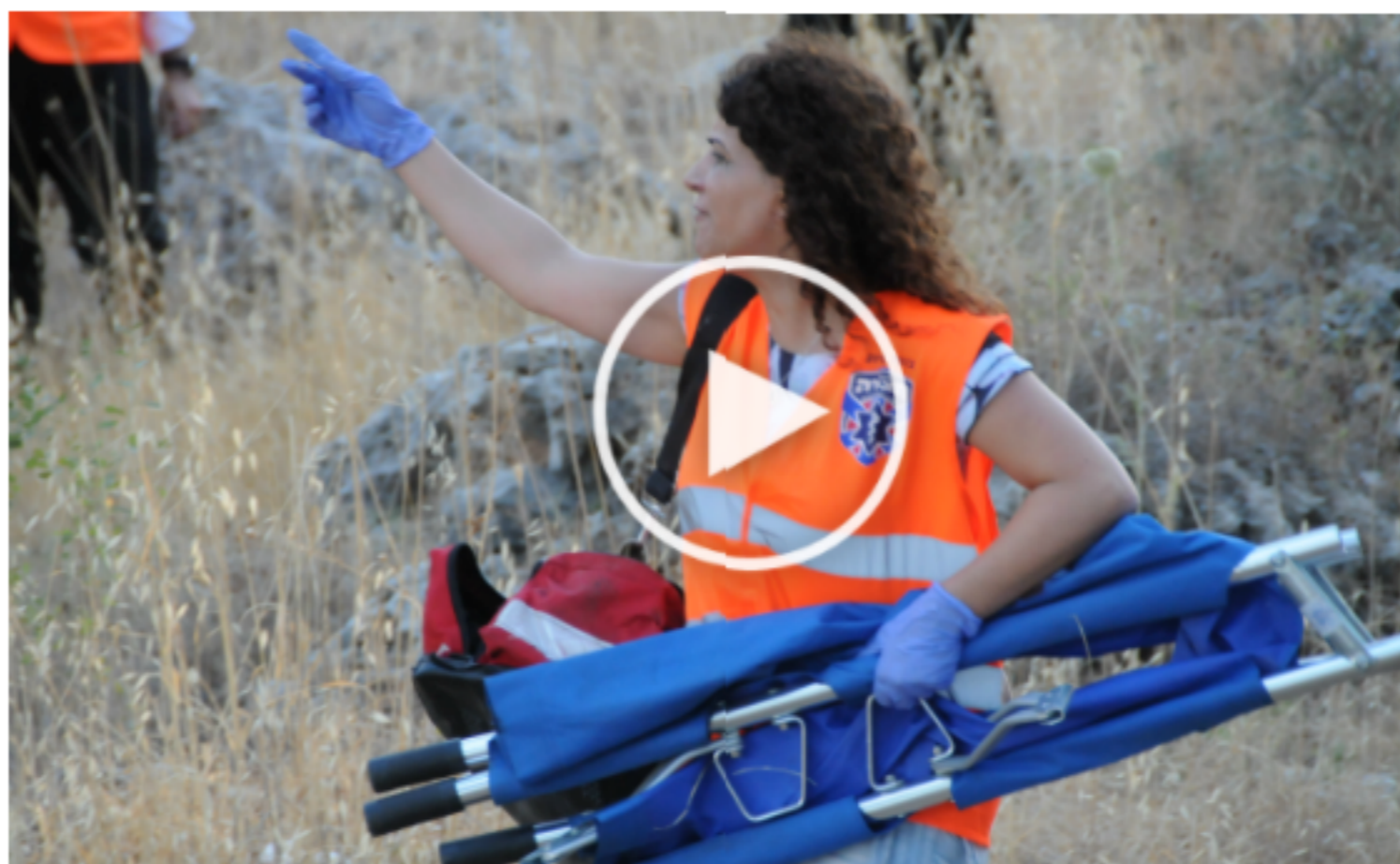
**\$750,000 Matching Grant at stake**  
This campaign is ALL OR NOTHING!

Time is running out. Please share this message with anyone who cares about saving lives in Israel and [donate today](#).

Thank you so much,

Eli Beer, President and Founder, United Hatzalah

P.S. - [Every donation is quadrupled](#), this video explains the importance of this campaign.



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You're seeing this email because you generously donated to United Hatzalah and we wanted to thank you.

**Our mailing address is:**  
United Hatzalah  
78 Yirmiyahu Street  
Jerusalem 91361  
Israel

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