



# THE ESSENTIAL GUIDE

TO ADVOCACY BOARDS

 **ImpactLife**

---

**ORIGINS  
+  
OUTCOMES  
+  
INSIGHTS**





---

# HOW IT STARTED

Strategic Initiative  
Staffing Resources  
Market Focus



# IDEAL EMPLOYEE



**Real-world experience**  
**Relationship cultivator**  
**Engaged community**



# IDEAL BOARD MEMBER



**Connected to mission  
Audience + platform  
Identifies opportunities**



---

# HOW IT'S GOING

## BENEFITS + RESULTS



# BOARD BENEFITS

## Qualitative Feedback

- Mini focus groups

## Growth Opportunities

- Leads, donations + dollars

## Power of Brand Advocacy

- Social proof builds trust

## Expand Diversity

- Audience engagement





# BOARD RESULTS

## Total Units

- 3,951 blood donations

## Total Drives

- 173 blood drives

## Total Dollars

- \$500,799 + \$15,000 in-kind

## Diversity Efforts

- Red4Life initiative



---

# HOW TO DO IT

THE LAUNCH  
+ STRUCTURE  
+ PROJECTS



# BOARD LAUNCH

## Framework

- Charter, applications, roles

## Member Representation

- Diversity of audience

## Onboarding

- Recruitment and orientation



# PANDEMIC PIVOT

## Challenges

- Keep them engaged

## Adaptive

- Reimagined boards

## Emerg**ed stronger**

- Project-focused



# BOARD SUBCOMMITTEES



## Communications

- Champion our mission

## Events

- Advocate for mission

## Partnerships

- Mission collaborations

# AMPLIFY THE MESSAGE

## Brand advocacy

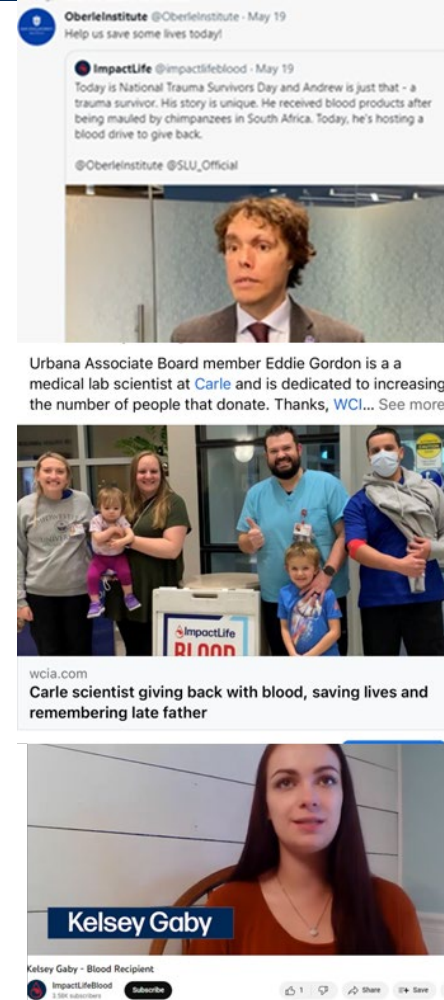
- Age of the Influencer

## User-generated content

- 92% trust over advertising

## Media relations

- Perceived social proof



# EXPANDED DIVERSITY

## Red4Life Initiative

- \$480,899 grant awarded

## Goals

- Sickle cell awareness

## Outcomes

- Trait testing + branding



# EXPANDED DIVERSITY

## Build community

- Trust is core component

## Authentic outreach

- Real, relatable + relevant

## Focus on the why

- Education is key



**NATALIA ALSTON**  
WORLD SICKLE CELL DAY





# THE ABO INITIATIVE

## One campus at a time

- Registered Student Organizations

## Expand campus drives

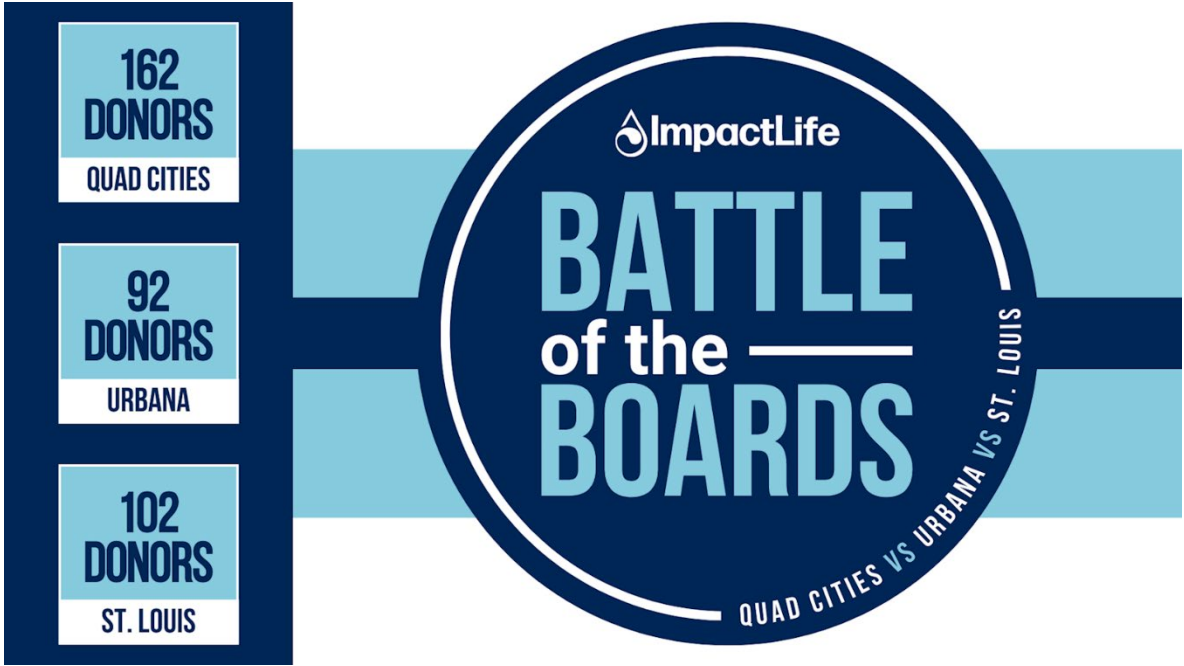
- New groups + units

## Fresh perspective

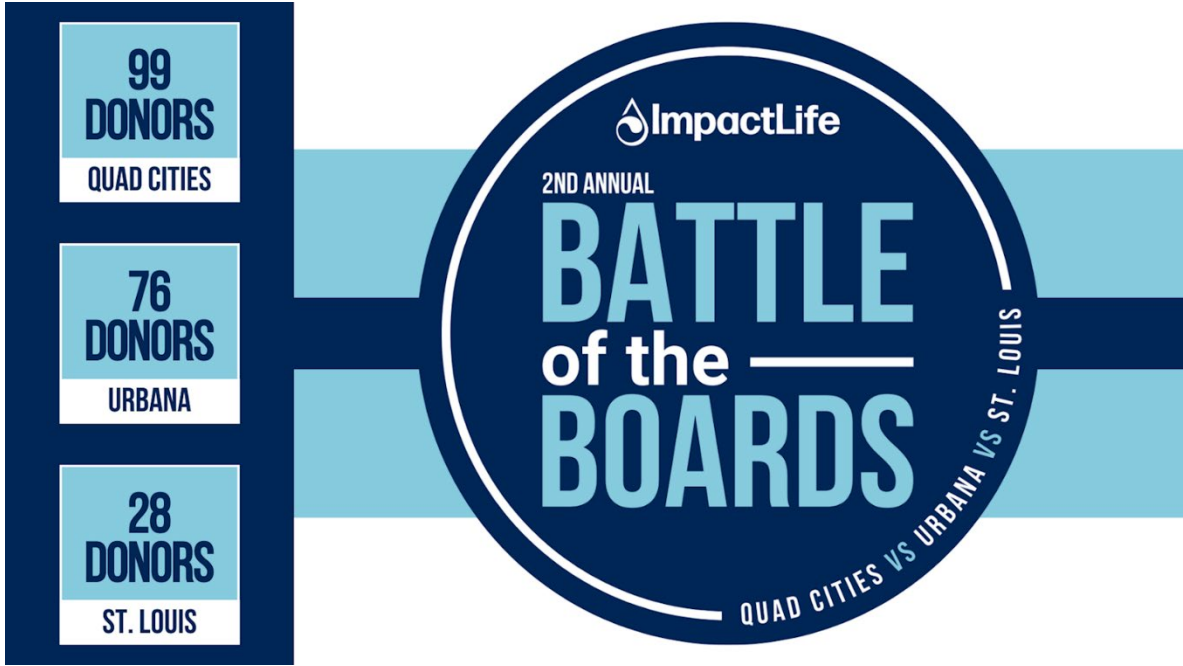
- Opportunities + collaborations



# CRITICAL WEEKS



Year 1: 2022



Year 2: 2023

# PINT CLUB

## Brewery partnership

- Years in the making

## Targets young donors

- Continuity from college

## Six partners = 199 units

- Targets centers + mobiles



# HOSPITAL RELATIONS

## Pre-hospital transfusion

- Expanded relationship

## Thank the Donor

- Elevated at workplace

## Me2You

- Pilot generated 326 cards



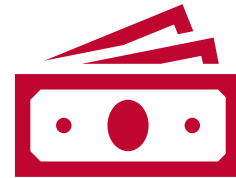
# SUMMARY



**3,951**  
UNITS



**173**  
BLOOD  
DRIVES



**\$500,799**  
FUNDS  
RAISED



**\$15,000**  
IN-KIND

# HOW TO LAUNCH

---



---

# PLAYBOOK



# THANK YOU

**LORI ARGUELLO**

Director of Marketing & Public Relations

**JASON KEMPEN**

Community Development Advocate

**ALEX BURKAMPER**

Community Development Advocate

**CHAD SABIN**

Community Development Advocate

