



 **ImpactLife**

# YOU HAVE THE POWER TO HELP

MARKETING TOOLKIT

# SPREAD THE WORD

With your help, we can spread the word about the need for blood donors, and ultimately, help meet patient need for lifesaving blood products.

This toolkit is designed to give you the assets you need to share with your audiences. In it, you'll find social media graphics and images as well as templates and narrative to help with your advocacy.

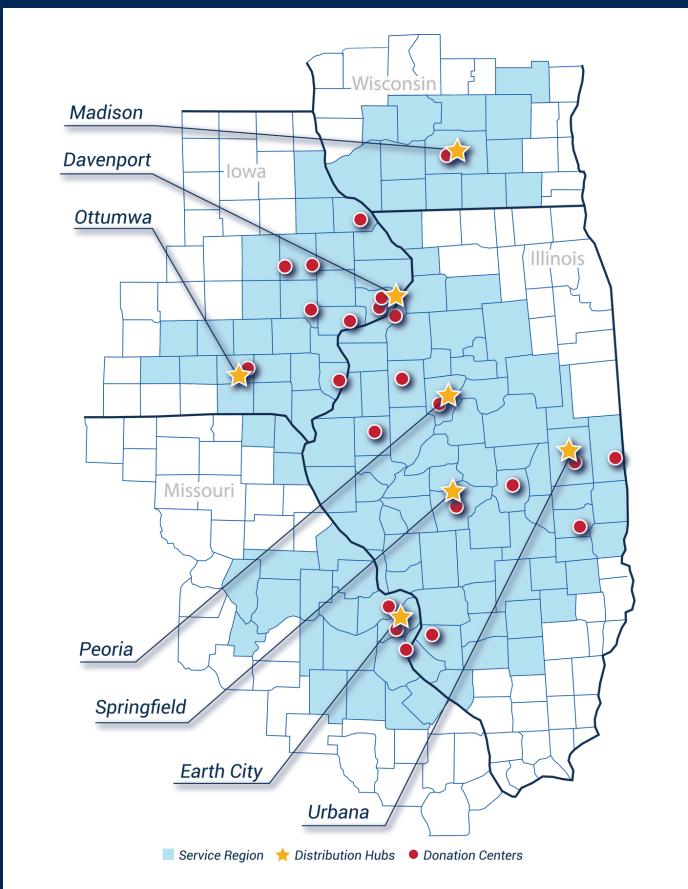
Together we can change the world, one donor and one patient at time.



## ABOUT US

ImpactLife is the provider of blood products and services to more than 100 hospitals in Illinois, Iowa, Missouri and Wisconsin. We rely on the generosity of volunteer blood donors and community partners who host mobile blood drives to provide a critical resource for hospitals throughout a four-state service region.

We are a 501(c)(3) not-for-profit blood center, established in 1974.



# QUICK LINKS

Click a button below to learn more and be redirected.



[BLOODCENTER.ORG](http://BLOODCENTER.ORG)



[ONLINE TOOLKIT](#)



[ONLINE NEWSROOM](#)



[DONOR PROMOTIONS](#)

# MEDIA CONTACTS



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FOLLOW @IMPACTLIFEBLOOD





# TOGETHER WE ARE CHANGING THE WORLD

Did you know the number one reason people give for not donating blood? No one asked them. That's where you come in! Blood Drive Coordinators are essential to recruiting new blood donors simply by asking people they know to give blood.

The best practices outlined below are great ways to help ensure the success of your blood drive.



## BEST PRACTICES



**Reach out to ImpactLife with any questions.**



**Use this toolkit to help educate and recruit donors.**



**Ask your friends and family to help spread the word.**



**Share your story of why blood donation matters to you.**



**Reinforce the importance of keeping appointments.**



**Post your lifesaving selfie and be sure to tag us.**

**FOLLOW @IMPACTLIFEBLOOD**





# ImpactLife

Changing The World Together

## HELP US TO EXTEND OUR REACH

Copy the text below and update the red text with your information. Print on letterhead and send to your contacts to help us spread the word!

Your Name

Your Company Name

Street Address

City, ST ZIP Code

Date

Recipient Name

Title

Company Name

Street Address

City, ST ZIP Code

Salutation,

As a proud partner of ImpactLife Blood Services, the regional supplier of blood products for our patients, we are asking for immediate support for an increase in blood donations. Blood donations are critically needed now and throughout the summer to ensure availability of all blood types for patients in need.

With our communities resuming some level of normalcy, we have seen the number of volunteers donating blood decline. However, our patient care needs remain high and blood transfusions are often an essential part of that care for cancer patients, heart patients, trauma care, moms, and babies and much more.

In partnership with ImpactLife, we are asking eligible donors to make an appointment to donate blood. We are also asking organizations in the community to host a blood drive event, which can occur at your location, on a donor bus or at an area ImpactLife Donor Center. All donation types are needed now, and we anticipate this critical situation to continue throughout the summer. Please contact ImpactLife by visiting [www.bloodcenter.org](http://www.bloodcenter.org) or calling 800-747-5401 and ask for a member of Donor Recruitment to assist you.

Advocating for blood donation, is equally important and we invite you to utilize these marketing toolkits to further enhance the awareness with your donor base:  
[www.bloodcenter.org/toolkit](http://www.bloodcenter.org/toolkit).

Sincerely,


Signature

5500 Lakeview Parkway Davenport, IA 52807 | 800-747-5401

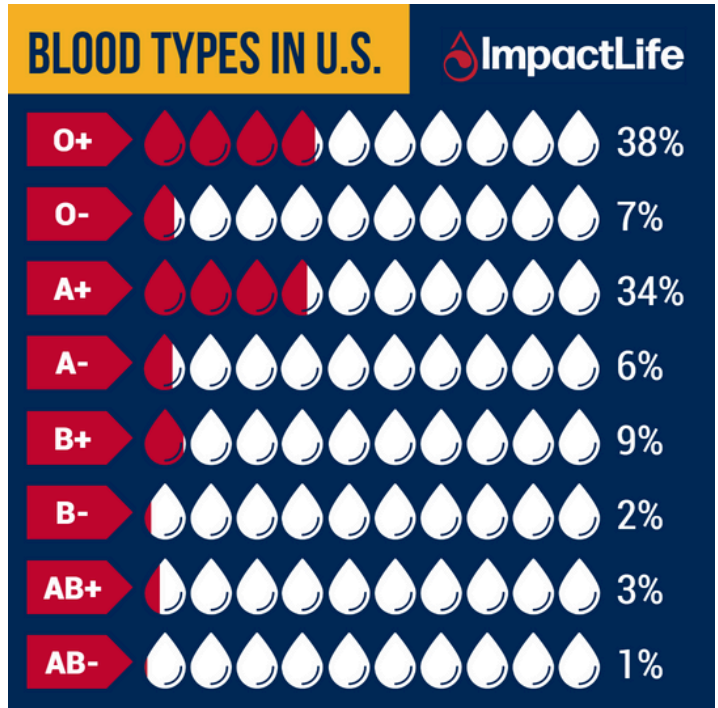
**BLOODCENTER.ORG**

# SOCIAL MEDIA GRAPHICS

Share these on social media and tag us @impactlifeblood.  
#changetheworld #donateblood #urgentneed


**DONORS NEEDED**  
ALL BLOOD TYPES 

BLOODCENTER.ORG



**BLOOD DONORS NEEDED**

**A B O AB**



**CLICK HERE FOR MORE GRAPHICS**



*Right click on graphics and select "Save image as" to use on your social media pages. If you're on mobile, touch and hold the image to save.*

FOLLOW @IMPACTLIFEBLOOD



# EMAIL COMMUNICATION

We've created email templates and headers for you to share, as another platform to deliver your blood drive message. Some key facts include...

To...

Subject...

## One donation equals:

- 45 minutes from sign-in through refreshments
- 5-10 minutes of actual donation time
- 3 or 4 blood components from each whole blood donation
- 1 good deed to feel great about!

You can help change the world for patients. Simply sign up to donate at our blood drive on **[drive date]** any time between **[start time]** and **[end time]** by responding to this email. It just may be the easiest life (or lives!) you've ever saved.

**[YOUR SIGNATURE]**

*Customize the template with your drive!*  
**BONUS TIP:** Add a personal connection to the template – how have blood products or the act of donation affected you personally?

 ImpactLife

**GIVE LOCAL.**  
**YOU ARE NEEDED.**

**FOLLOW @IMPACTLIFEBLOOD**



# NEWSLETTER CONTENT (SAMPLE)

## Donors Needed to Support Blood Supply

YOU CAN HELP SAVE A LIFE! By giving blood with ImpactLife, you'll provide a lifesaving resource used by patients right here at **HOSPITAL**. The demand for blood is constant, so ImpactLife needs donors to schedule regular appointments for donation.

[IF HOSPITAL IS HOSTING A BLOOD DRIVE, INSERT UPCOMING EVENT INFO HERE]

[OPTIONAL: add info on current donor promotion here, see [BLOODCENTER.ORG/PROMOTIONS](https://www.bloodcenter.org/promotions)]

To schedule an appointment to donate, contact [**BLOOD DRIVE CONTACT, IF APPLICABLE**] or call ImpactLife at 800-747-5401, schedule online at [BLOODCENTER.ORG](https://www.bloodcenter.org) or via ImpactLife's mobile app: [BLOODCENTER.ORG/APP](https://www.bloodcenter.org/app).



ONLINE NEWSROOM



DONOR PROMOTIONS

### BONUS TIPS:

*Update highlighted items with your local information. Add images and link to videos in our online newsroom. Include information about upcoming promotions, if applicable.*

# ELECTRONIC POSTS (SAMPLE)

Use the text below for your posts and tag us so we can help spread your message!

URGENT NEED! Support the local blood supply by giving blood with ImpactLife.

See [BLOODCENTER.ORG](https://www.bloodcenter.org) for locations and to schedule your donation.

You have the power to help. Donate blood.

Schedule your appointment by calling us at 800-747-5401 or online at [BLOODCENTER.ORG](https://www.bloodcenter.org).

If you are unable to donate at this time, please share this post to help spread the word!

As we see an increase in demand at our area hospitals, we ask that you consider donating to support patients in your community.

Schedule an appointment today at [BLOODCENTER.ORG](https://www.bloodcenter.org).

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# MEDIA OUTREACH

Our own Public Relations and Donor Relations teams work with media across ImpactLife's service region to raise awareness of the need for donors. Adding your voice to our outreach helps amplify this message significantly! We want donors to know their donation supports the local blood supply.



BLOODCENTER.ORG

You can help spread the word about the importance of giving blood and promote local opportunities to donate. This can be a great way to showcase local community members going the extra mile to support patient care and to highlight the support your hospital has in your own community. We've provided the following news release template as well to assist with distribution. (Check your downloads folder after clicking on button.)

**NEWS RELEASE TEMPLATE**



ONLINE TOOLKIT



ONLINE NEWSROOM

ImpactLife will periodically send you updates on urgent needs and upcoming donor promotions. This can be great content for internal messaging and community newsletters, and for your social media accounts.



DONOR PROMOTIONS

You can always check our online newsroom or the links below for the latest information, or contact Kirby Winn, Public Relations Manager, at [kwinn@impactlife.org](mailto:kwinn@impactlife.org) or 563-349-1571.



**NEWS RELEASES**



**BLOG**



**LOGOS**



**VIDEOS**



**PSAS**



**IMAGES**

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