



**YOU HAVE  
THE POWER  
TO HELP**



**MARKETING  
TOOLKIT 2021**



## ABOUT

ImpactLife is the exclusive provider of blood products and services to more than 120 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, lifesaving resource for hospitals throughout our four-state service region.

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



## QUICK LINKS

» [BLOODCENTER.ORG](https://www.bloodcenter.org)

» [ONLINE TOOLKIT](#)

» [ONLINE NEWSROOM](#)

» [DONOR PROMOTIONS](#)

## MEDIA CONTACT

Kirby Winn  
[kwinn@impactlife.org](mailto:kwinn@impactlife.org)  
 563-349-1571

## 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.

Changing the world together, one donor and one patient at a time.

[LOGIN TO COORDINATOR PORTAL](#)

## FOLLOW US ON SOCIAL MEDIA



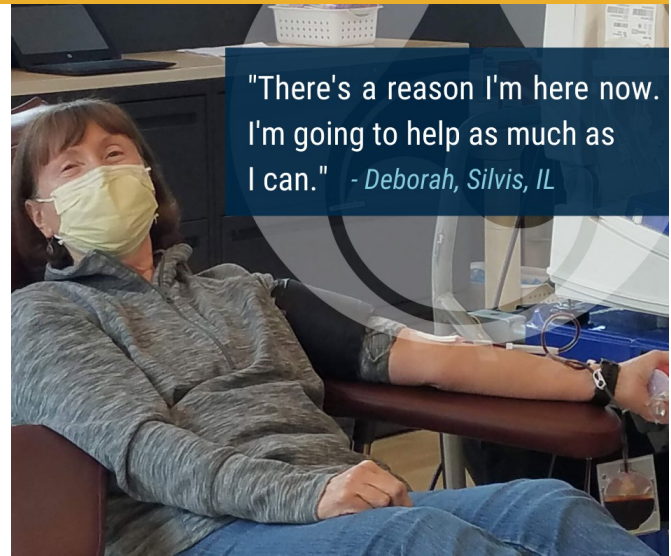


## TOGETHER WE ARE CHANGING THE WORLD

### 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.



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

Click here to download the ImpactLife app:



## HEALTH & SAFETY PROTOCOLS

» ADDITIONAL INFORMATION

### AT OUR FACILITIES & BLOOD DRIVES



Blood collection locations are regulated for health and safety and we are increasing communication and resources for our team to avoid the spread.



Blood donation events are essential healthcare services per the U.S. Department of Homeland Security and continue even if Stay at Home orders are put in place by local and state governments.



Signs are posted at facilities and blood drives asking people not to enter if they are not feeling well or if they have been exposed to someone with COVID-19 without PPE or distancing per CDC guidance in the past 10 days.



Staff are required to change gloves, sanitize hands, and wipe down beds with disinfectant between donors as well as frequently clean high-touch services.

### FOR OUR DONORS, STAFF & VOLUNTEERS



Donors and staff are required to wear cloth face coverings. If donors do not have a face covering, they will be provided with one when they arrive.



Donors must schedule appointments to ensure health and safety protocols and to balance blood inventories in the weeks and months to come.



Only donors, volunteers and staff are allowed to enter our facilities for health and safety purposes.



Hand sanitizer is available at our donor centers and blood drives for donors, staff, and volunteers.

**SOCIAL ADVOCATE** *Click on the image to download a high-resolution version*



**UPDATE YOUR EMAIL SIGNATURE**

Adding a blood drive-specific graphic to your email draws attention

**UPDATE YOUR DESKTOP BACKGROUND/SCREENSAVER**

Your desktop is a great billboard for blood drive promotion.

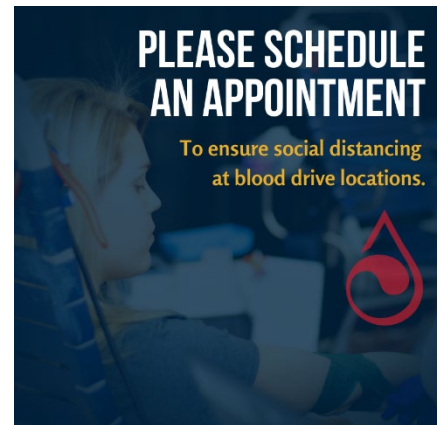
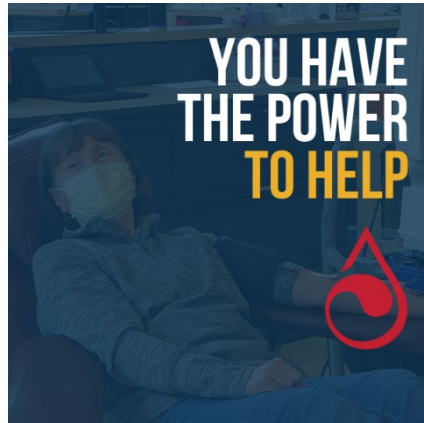
**POSTERS** *Click on the image to download a high-resolution version*



## SOCIAL MEDIA GRAPHICS *Click on the image to download a high-resolution version*

Leverage the power of social media with these graphics. In your caption, be sure to ask your followers to share it.

[» ACCESS ONLINE TOOLKIT](#)



[FOLLOW US ON SOCIAL](#)





**SOCIAL HEADERS & PROFILE** *Click on the image to download a high-resolution version*

Grab attention online by changing your social media cover and profile photos to the graphics below.

» **ONLINE SCHEDULING PORTAL**

» **SET UP A FACEBOOK EVENT**

**FOLLOW US ON SOCIAL MEDIA**



*Facebook cover*



*Facebook cover*



*Facebook event cover*



*Twitter cover*



*Twitter cover*



*Profile Picture*



**WEBSITE RESOURCES** *Click on the image for more information*

**Blood Type Education**



**Blood Donor Basics**



**Save Time at Your Donation**



**Donor & Patient Testimonials**





## EMAIL COMMUNICATION

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

### 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?*

**EMAIL HEADERS** *Click on the image to download a high-resolution version*



## SAMPLE NEWSLETTER CONTENT

### Donors Needed to Support Blood Supply

YOU HAVE THE POWER TO HELP! By giving blood with ImpactLife, you'll provide a lifesaving resource used by patients right here in **CITY**. The demand for blood is constant, so ImpactLife needs donors to schedule regular appointments for donation.

[IF YOUR GROUP 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).

### 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.

» [ONLINE NEWSROOM](#)

» [DONOR PROMOTIONS](#)

## SAMPLE ELECTRONIC POSTS

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).

## 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.

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

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.

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.

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NEWS RELEASES



BLOG



LOGOS



VIDEOS



PSAS



IMAGES