



**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 CONTACTS

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563-349-1571

Amanda Hess

ahess@impactlife.org

563-349-9851

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.

FOLLOW US ON SOCIAL MEDIA



HELP US TO EXTEND OUR REACH

Copy the text below or download here and update the highlighted items 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 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.

Sincerely,
Signature

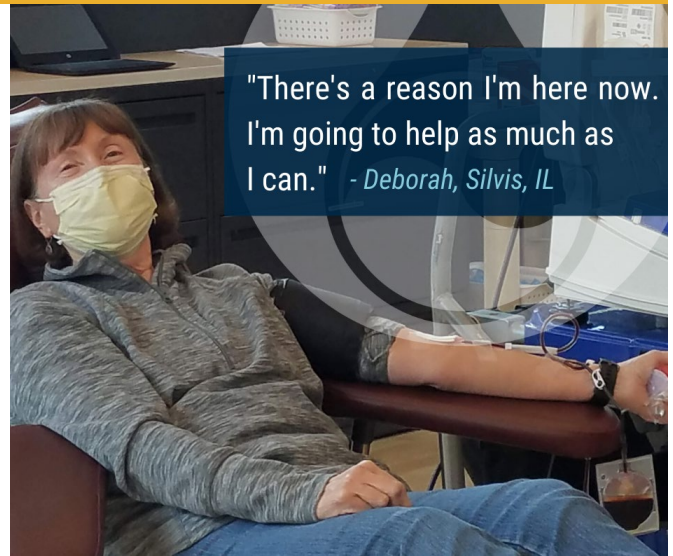
5500 Lakeview Parkway Davenport, IA 52807 | 800-747-5401

BLOODCENTER.ORG

TOGETHER WE ARE CHANGING THE WORLD

As a hospital partner, you already know the importance of blood donors. With your help, we can let others know, too.

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



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

Click here to download the ImpactLife app:



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



BLOODCENTER.ORG

UPDATE YOUR EMAIL SIGNATURE

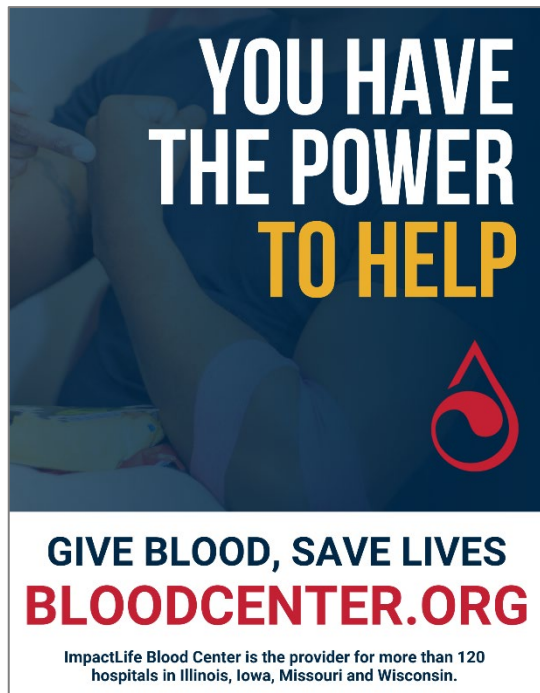
Adding a blood drive-specific graphic to your email draws attention



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.



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



Text EarlyQ to 999-777 or visit www.bloodcenter.org/earlyq

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 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).

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 doctors, nurses, and 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 the hospital’s voice to our outreach helps amplify this message significantly! We want donors to know their donation supports your blood supply.

You can help spread the word about the importance of giving blood and promote local opportunities to donate, especially at your own hospital’s blood drives. This can be a great way to showcase hospital staff going the extra mile to support patient care and to highlight the support your hospital has in your own community. Click on the button below to see our most recent news releases and share with your contacts.

[» NEWS RELEASES](#)

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! Contact Kirby Winn, Public Relations Manager at kwinn@impactlife.org or 563-349-1571 or Amanda Hess, Director of Donor and Public Relations at ahess@impactlife.org or 563-349-9851 with additional inquiries.

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