

SICKLE CELL DISEASE AWARENESS

MARKETING TOOLKIT

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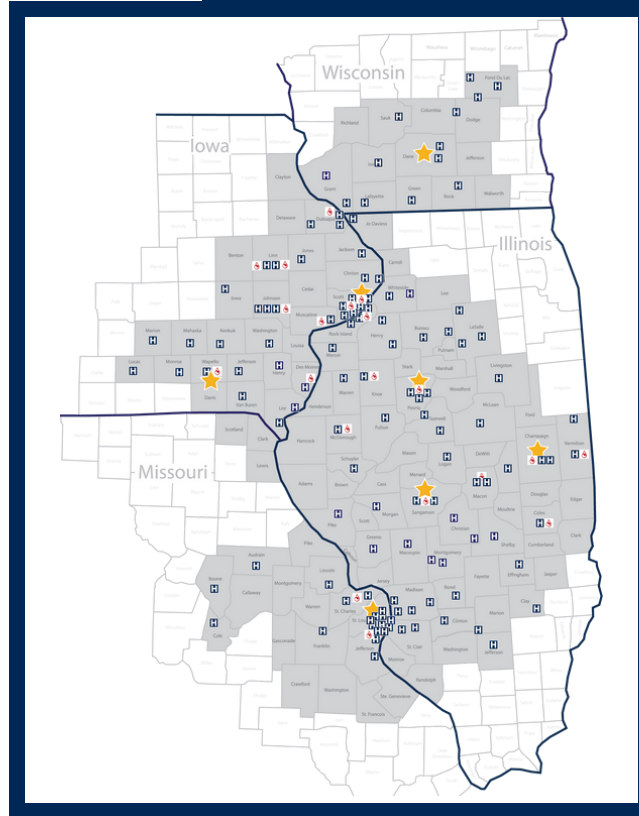
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ABOUT US

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 resource for hospitals throughout a four-state service region.

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



RED4LIFE PROGRAM

The Red4Life points bonus starts on 9/1/2021. This is for Sickle Cell Disease program donors only. Donate whole blood or platelets 4 times (or double red cells 3 times) in the same calendar year and earn an 800 point bonus!

Eligible for donations after 9/1/2021. If a Red4Life donor is also eligible to receive the Rapid Response Team donor bonus (800 for 4 annual donations), they will only receive one (1) 800 point bonus once per year.



JAMILA'S ON TEAM RED4LIFE

Jamila, one of our Recruitment Development Coordinators here at ImpactLife, has been an advocate for Sickle Cell Disease for a long time.

Click below to learn more about Jamila and why she is on team Red4Life!

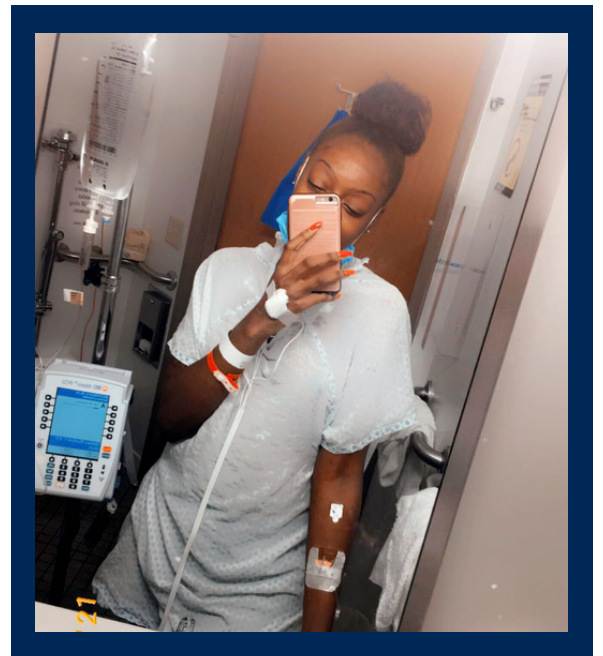
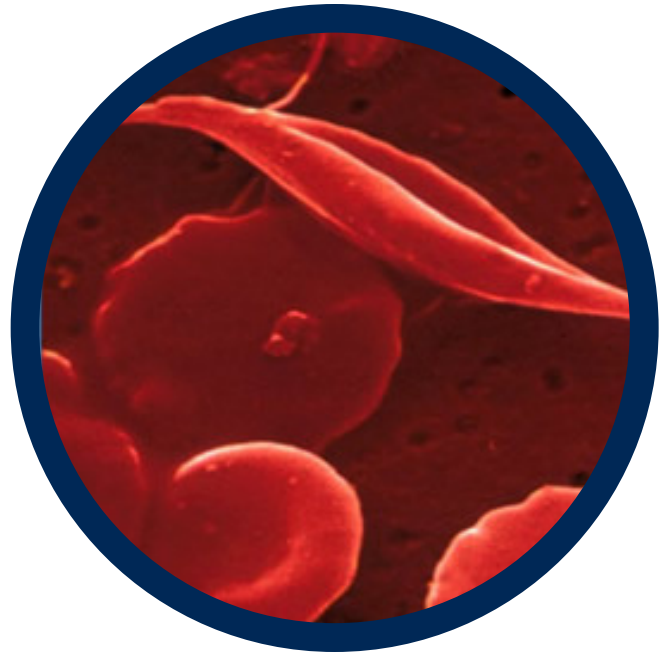
» [JAMILA - WHY I'M RED4LIFE](#)

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

FACTS ABOUT SICKLE CELL DISEASE

- Sickle Cell Disease (SCD) affects approximately 100,000 Americans.
- SCD occurs in about 1 out of every 365 Black or African-American births.
- SCD occurs in about 1 out of every 16,300 Hispanic-American births.
- About 1 in 13 Black or African-American babies is born with sickle cell trait (SCT).
- Because of abnormal hemoglobin, red blood cells stick together and create a 'sickle' shape, which causes pain and health complications.
- Although there is no cure for Sickle Cell Disease, blood transfusions (supplied exclusively by volunteer blood donors like us!) are a critical part of treatment.
- Many times, only blood transfusions can relieve the pain and complications that occur during a sickle cell episode.

Reference



FOLLOW US ON SOCIAL



YOU HAVE THE POWER TO HELP

Did you know that there is no substitute for human blood? It can only come from volunteer blood donors. Every blood type is needed to help those who need lifesaving transfusions, from cancer to trauma patients and everyone in between.



SHARE WITH SOCIAL MEDIA

Share the message and mission across your personal social media channels. Use our social media graphics to help amplify your message!

» [SET UP A FACEBOOK EVENT](#)

ADVERTISE INTERNALLY

Does your organization have internal communications, such as a newsletter or intranet website? Send them a pitch about your organization's upcoming blood drive!

» [PRESS RELEASE TEMPLATE](#)

VOLUNTEER AND RECRUIT

Set up a table and give snacks to donors or recruit blood donation sign ups with your group!

» [ONLINE SCHEDULING PORTAL](#)



FOLLOW US ON SOCIAL



GET INVOLVED

GIVE AT A DONOR CENTER

You are not limited to your own space when it comes to hosting a blood drive! Encourage your friends and colleagues to visit one of our donor centers to give, or reach out to local businesses to see if they will host a blood drive.

» [FIND A DONATION LOCATION](#)



HOST A MOBILE BLOOD DRIVE

Encourage your organization to sponsor a blood drive! Form a committee, run sign up tables, and host educational opportunities with ImpactLife as a part of your community outreach.

» [LEARN MORE](#)



BE AN ADVOCATE

Promote blood drives by recruiting your friends to give. Set goals like sharing on social media, talking with friends, and bringing a group to the blood drive!

» [SPREAD THE WORD](#)



FOLLOW US ON SOCIAL



FOLLOW US ON SOCIAL

SCAN THE QR CODE TO FOLLOW US OR SEARCH FOR IMPACTLIFEBLOOD



**TAG US WITH YOUR
LIFESAVING DONATION
FOR A CHANCE TO BE
FEATURED AND HELP
US SPREAD THE WORD!**



@impactlifeblood

MESSAGE TEMPLATES

SEND EMAIL:
WEEK BEFORE DRIVE

SUBJECT LINE: UPCOMING BLOOD DRIVES

Next week [organization/group] will be hosting a blood drive at [location] from [time frame] in partnership with ImpactLife. Blood is needed by patients at our area hospitals for medical treatments, trauma, and everything in between.

Donating blood only takes an hour of your day, but has the impact of helping many people. Sign up at BLOODCENTER.ORG with the sponsor code [sponsor code] or by reaching out to [phone number or email] at [organization]. Anyone who attempts to give will receive a [current donor promotion] courtesy of ImpactLife. *We'll see you there!*

[Signature Line]

» [CLICK HERE FOR MORE POSTS!](#)

SOCIAL MEDIA POST #1

[Organization] will be hosting a blood drive with ImpactLife on [date] at [location and time]. We invite you to be a part of our life saving efforts by scheduling an appointment to give at BLOODCENTER.ORG.

ImpactLife is the exclusive local blood supplier to over 110 hospitals in Missouri, Iowa, Illinois, and Wisconsin, including here in our community.

SOCIAL MEDIA POST #2

While you should allow an hour for your appointment, the actual donation only takes about 5-10 minutes and can save up to three lives! Anyone that attempts to donate will receive a [current donor promotion] courtesy of Impactlife, along with FREE refreshments after your donation.

Make sure to eat a full meal and drink plenty of water before giving. Bring a friend, and help us change the world!

Learn more at BLOODCENTER.ORG.

FOLLOW US ON SOCIAL



SOCIAL MEDIA GRAPHICS



**DONATE
DONATE
DONATE**

Sickle cell warriors need your help!

ImpactLife

Tiffani Sickle Cell Warrior

"As a sickle cell warrior, the exchange transfusion saved my life and without the donor blood I would not be here today."

- Ashley



SICKLE CELL AWARENESS

"Just because I do not look like I'm sick, doesn't mean I am not."

Amiyah Sickle Cell Warrior




ImpactLife

**HELP FIGHT
RED4LIFE
SICKLE CELL**

SICKLE CELL AWARENESS

Blood transfusions relieve pain for sickle cell patients!

ImpactLife




"

If someone didn't donate blood, I would not have been able to feel better during my sickle cell crisis

"



ImpactLife



"DOCTORS PULLED OUT 70% OF MY BLOOD AND REPLACED IT WITH DONOR BLOOD AND THAT SAVED MY LIFE".

ImpactLife

THE NUMBER OF AMERICANS THAT LIVE WITH SICKLE CELL

100,000



DONATE BLOOD

HELP FIGHT SICKLE CELL DISEASE

ImpactLife



FOLLOW US ON SOCIAL



SOCIAL HEADERS & PROFILE

FACEBOOK COVERS



FACEBOOK EVENT COVER



TWITTER COVERS



PROFILE PHOTOS



FOLLOW US ON SOCIAL



TESTIMONIALS

CLICK ON THE PHOTOS BELOW TO SEE AND SHARE THESE STORIES

» [INFOGRAPHICS](#)

» [TESTIMONIALS](#)

» [ONLINE NEWSROOM](#)



TIFFANI



ASHLEY



QUINN



ASHLI, ANIYAH & OCTAVIA



Shyneeta and Carl

SHYNEETA & CARL



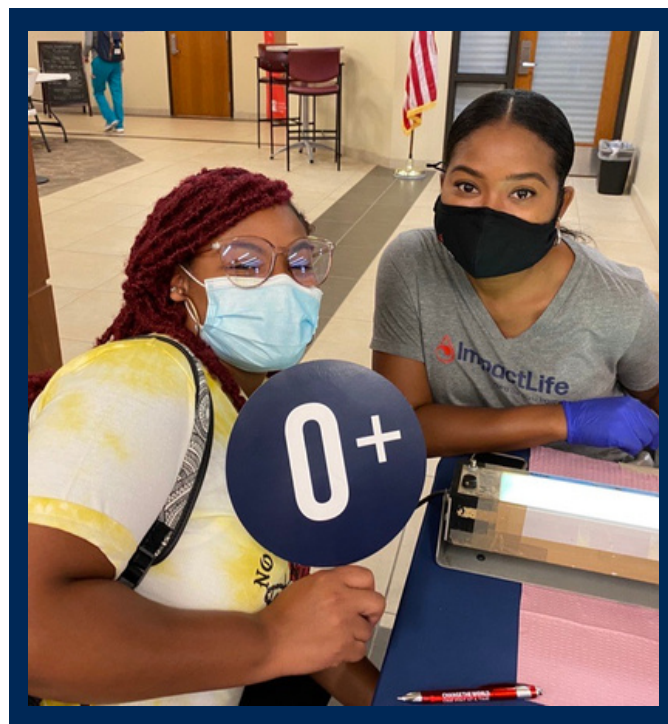
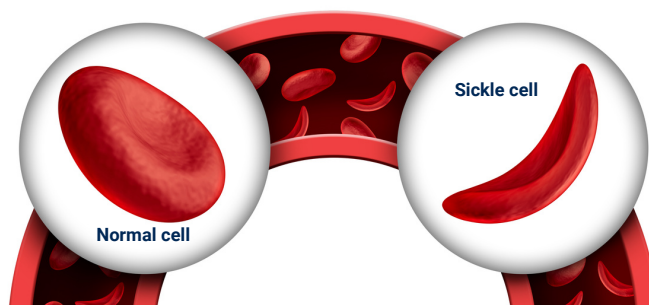
ASHLEY R.

FOLLOW US ON SOCIAL



ADDITIONAL RESOURCES

- [American Sickle Cell Anemia Foundation](#)
- [American Society of Hematology](#)
- [Center for Disease Control and Prevention](#)
- [Sickle Cell Disease Association of America](#)
- [Sickle Cell Coalition](#)
- [My Sleeves Up](#)
- [National Heart, Lung and Blood Institute](#)
- [Thalassemia \(CDC\)](#)
- [Thalassemia Foundation](#)
- [U.S. National Library of Medicine](#)



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