



# YOU ARE ELIGIBLE

DONOR ELIGIBILITY MARKETING TOOLKIT

 **ImpactLife**

# GET THE FACTS

At times, individuals may mistakenly assume they are ineligible to donate blood, when in fact, they could be actively contributing to saving lives right now. Whether you represent a blood center or collaborate with the blood donation community, these resources have been developed to support you in effectively conveying the crucial information regarding blood donor eligibility.

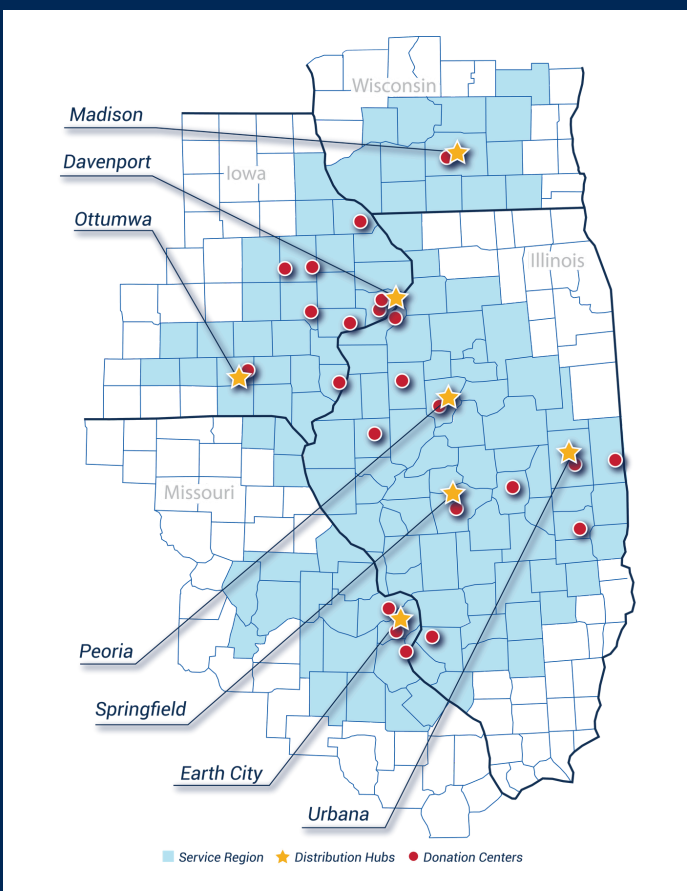
By accurately informing more individuals, you can inspire increased blood donations and ultimately make a significant impact on saving lives.



## 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.



# SOCIAL MEDIA GRAPHICS

Share these on social media and tag us @impactlifeblood.

## GET THE FACTS

### ON DONOR ELIGIBILITY

There is no upper age limit for blood donation. The minimum in most states is 16, with parental consent



## GET THE FACTS

### ON DONOR ELIGIBILITY

You can donate blood if your tattoo was applied by a state licensed professional in a regulated state. Otherwise: 3 month deferral.



## GET THE FACTS

### ON DONOR ELIGIBILITY

Most medications do not disqualify you from donating blood.



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.*

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# EMAIL COMMUNICATION

Use the email template below to promote upcoming blood drives and raise awareness about blood donation eligibility criteria.

**Subject: Join Us in Making a Life-Saving Impact at Our Upcoming Blood Drive**

Dear Team,

We are proud to announce that our company is partnering with our local community blood center, ImpactLife, to host an upcoming blood drive. This will provide an opportunity for all of us to come together and make a difference in the lives of patients at a time when a blood transfusion is needed every two seconds.

**Blood Drive Information:**

Date: [Placeholder]

Time: [Placeholder]

Location: [Placeholder]

It's common for people to believe they are not eligible to donate blood due to misconceptions surrounding eligibility. However, it's important to understand the facts to dispel common myths, including:

- **Myth:** I can't donate blood because I'm on medication.
- **Fact:** Most medications do not disqualify you from donating.
- **Myth:** Diabetics on insulin can't donate blood.
- **Fact:** Diabetics on insulin can donate blood as long as their condition is well-managed.
- **Myth:** I have a tattoo, so I can't donate blood.
- **Fact:** You can donate blood if your tattoo was applied by a state licensed professional in a regulated state. Otherwise, there's a 3 month deferral.

You can get the facts on common misconceptions in the attached document. Mark your calendars and spread the word - and let's make a positive impact together!

[YOUR SIGNATURE]

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# MYTH FACT DOCUMENT

[Click here](#) to download the pdf version of the graphic below!



## GET THE FACTS ON BLOOD DONOR ELIGIBILITY.

Many believe they are ineligible to donate blood when in reality they could be making a lifesaving difference today. A single donation can save multiple lives. Don't let myths deter you – get the facts about blood donor eligibility! Check with your local community blood center to learn more



### **Myth: "I can't donate blood because I'm on medication."**

Fact: Most medications do not disqualify you from donating.

### **Myth: "I have a tattoo, so I can't donate blood."**

Fact: You can donate blood if your tattoo was applied by a state licensed professional in a regulated state. Otherwise, there's a 3 month deferral.

### **Myth: "LGBTQ individuals cannot donate blood."**

Fact: With the FDA's updated guidelines, sexual orientation is no longer a factor in blood donation eligibility.

### **Myth: "I have a history of cancer so I can't donate blood."**

Fact: In many cases, individuals with a history of cancer can donate blood if they have been cancer-free for a specified period and meet other eligibility guidelines.

### **Myth: "I am too old or young to donate blood."**

Fact: There is no upper age limit for blood donation. The minimum age in most states is 16, with parental consent.

### **Myth: "Diabetics on insulin can't donate blood."**

Fact: Diabetics on insulin can donate blood as long as their condition is well-managed.

### **Myth: "I traveled out of the country recently, so I can't donate blood."**

Fact: Traveling does not automatically make you ineligible to donate blood. Guidelines vary, so be sure to check with your local community blood center to learn more.

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