



THE ABO INITIATIVE



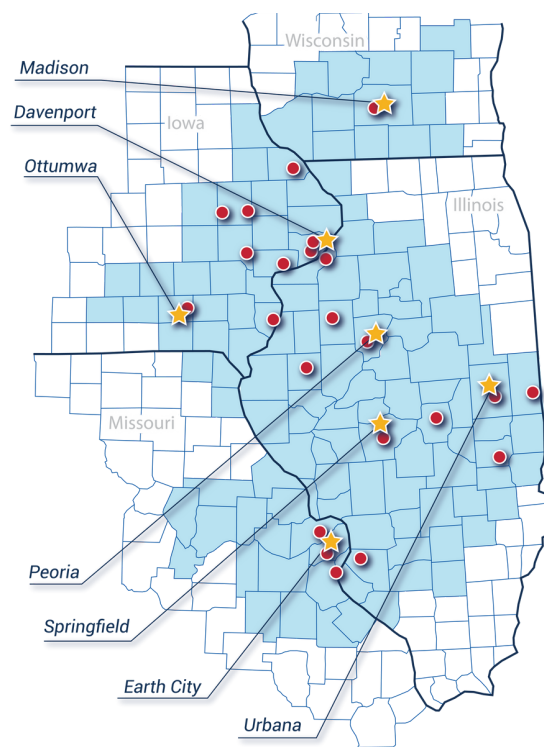


ABOUT

ImpactLife is the exclusive provider of blood products and services to more than 125 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.

BLOODCENTER.ORG



■ Service Region ★ Distribution Hubs ● Donation Centers

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.



ImpactLife relies on young donors to help sustain the blood supply.

This toolkit is designed to give you the resources you need to share the importance of blood donation on your college campus. In it, you'll find links to social media graphics, templates, how to get involved, and how we can support you as you advocate for ImpactLife. ***Together we can change the world!***



GET INVOLVED



CHECK IT OUT!

You are not limited to your campus when it comes to hosting a blood drive! Encourage your peers to venture into one of our fixed ImpactLife locations to give or reach out to local businesses to see if they will host a blood drive!

» [FIND A DONATION LOCATION](#)



START A REGISTERED STUDENT ORGANIZATION

Create a student organization that is dedicated to hosting and promoting blood donation on campus. Organize blood drives, sponsor events, and get involved on campus in a unique way.

"Our inaugural year of Blood Club on campus was a huge success! We are proud to have helped change the world through our efforts."

- Shivani, University of Illinois

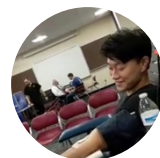


HOST A MOBILE BLOOD DRIVE

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

"Having them come directly to our campus every semester is great, since I get to see a large turnout from my classmates every time."

- Eric, Saint Louis School of Medicine

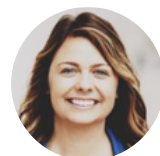


BECOME A CAMPUS ADVOCATE

You can make an individual impact by promoting campus blood drives and recruiting your friends to give. Set goals like sharing on social media, talking with friends, and bringing a group to the blood drive!

"Blood drives help students learn about the importance of blood donation."

- Tia, Augustana College





SPREAD THE WORD

SHARE ON SOCIAL

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 ON CAMPUS MEDIA

Does your school have campus media? Send them a pitch about your school'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 on campus!

» [ONLINE SCHEDULING PORTAL](#)





YOU CAN HELP.

Follow us on social media



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

@impactlifeblood

MESSAGE TEMPLATES

SUBJECT LINE:

UPCOMING BLOOD DRIVE CALLING ALL STUDENTS!

SEND EMAIL:
WEEK BEFORE DRIVE

Next week **[organization/group]** will be hosting a blood drive at **[location]** from **[time frame]** in partnership with ImpactLife. With 38% of the population eligible to donate blood less than 10% actually do. We encourage you to help us change this by joining us and donating. Blood is needed by patients at our local hospitals for medical treatments to trauma and everything in between. Donating blood only takes an hour of your day and doesn't cost a thing, but has the impact of saving so many lives. Sign ups can be done 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. Join us in earning some community service hours, hang with friends, enjoy some free snacks, and save some lives!

[Signature Line]

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 more than 120 hospitals in Missouri, Iowa, Illinois, and Wisconsin, including here in our community.

SOCIAL MEDIA POST #2

While you should prepare for an hour of time for your appointment, the actual donation process only takes 5-10 minutes, is quick, painless, and can save up to three lives! Anyone that attempts to donate will be 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. Earn some community service hours, bring a friend, and help us change the world!

SOCIAL MEDIA GRAPHICS



FOLLOW US ON SOCIAL



SOCIAL HEADERS & PROFILE

FACEBOOK COVERS



PROFILE PHOTO



TWITTER COVERS



DIGITAL RESOURCES



» [INFOGRAPHICS](#)

» [TESTIMONIALS](#)

» [VIDEOS](#)

DOWNLOAD OUR STORY TEMPLATES



ACCESS OUR ONLINE NEWSROOM

You can help spread the word about the importance of giving blood and promote local opportunities to donate. You'll find images, videos, logos and more in our online newsroom to advertise your blood drive!



» [ONLINE NEWSROOM](#)

SNAPCHAT GEOFILTERS

Geofilters are a great and inexpensive (starting at only \$7) way to promote your blood drive! And give us a follow on Snapchat via our snapcode



HOW TO SET UP A GEOFILTER

- ▶ Download our custom filters by clicking on the high resolution images to the right.
- ▶ Go to snapchat.com/create.
- ▶ Select CREATIVE TOOLS and then FILTERS.
- ▶ Upload the image.
- ▶ Select the date and time of your blood drive.
- ▶ Enter in the address of the drive location.
- ▶ Move the fence around to fit the building or location.
- ▶ When you are happy with the fence, hit CHECKOUT.
- ▶ Mark the filter as PERSONAL and name it.
- ▶ Enter your credit card information to pay for the filter.
- ▶ Agree to the terms and conditions and hit SUBMIT.



TIP

It will take approximately 24 hours for the filter to go through the approval process so remember to set up a few days out!

DOWNLOAD OUR FREE APP
"ImpactLife"



Download on the
App Store



GET IT ON
Google Play

BENEFITS FOR YOU



COMMUNITY SERVICE HOURS

Volunteering with us is an easy way for you to earn service hours, whether you are donating or helping. Our team is happy to sign off on service hours you may need for working with us.



EDUCATIONAL RESOURCES

We can meet with your club or group and speak about the importance of blood donation, and help you learn some things along the way! Contact your [ImpactLife Representative](#) to learn more!



REFERENCE LETTERS

As you prepare to graduate and build your resume, having a person to speak to your work and involvements can go a long way when applying for internships and jobs! Being involved with an organization where you can develop leadership skills will help set you apart from other potential candidates.



ADDITIONAL RESOURCES

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

Our website offers additional resources beyond college blood drives. check out our recipient stories, donor incentives, infographics and more.

» [UNIVERSITYBLOODINIATIVE.ORG](https://www.universitybloodinitiative.org)

The University Blood Initiative (UBI) is a grassroots organization dedicated to combating local blood shortages. They support local blood centers by empowering, educating, and mobilizing the next generation of blood donors.

» [AABB.ORG](https://www.aabb.org)

AABB is an international, not-for-profit association representing organizations involved in the fields of transfusion medicine and cellular therapies. They are committed to improving health through educational programs and resources that focus on optimizing patient and donor care and safety.

