YOU HAVE THE POWER TO HELP

MARKETING TOOLKIT | 2020
YOU HAVE THE POWER TO HELP

MISSISSIPPI VALLEY REGIONAL BLOOD CENTER
CENTRAL ILLINOIS COMMUNITY BLOOD CENTER
COMMUNITY BLOOD SERVICES OF ILLINOIS
ABOUT

Mississippi Valley Regional Blood Center (MVRBC) is the exclusive provider of blood products and services to more than 110 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.

*The 501(c)(3) not-for-profit blood center was established in 1974 and operates as Central Illinois Community Blood Center (Springfield, Illinois) and Community Blood Services of Illinois (Champaign-Urbana, Illinois).*
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.
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.

- Reach out to the Blood Center 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

"There’s a reason I’m here now. I’m going to help as much as I can." - Deborah, Silvis, IL
# HEALTH & SAFETY PROTOCOLS

Please read below to see what we are doing to keep staff, volunteers and donors safe during the pandemic.

## 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.

## 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.

- 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.

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

- 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 14 days.

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

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

- 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

YOU CAN HELP. GIVE BLOOD.
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

GIVE BLOOD, SAVE LIVES!
BLOODCENTER.ORG

YOU CAN HELP.  #GiveBloodChallenge

USE THE HASHTAG, TAG US WITH YOUR LIFESAVING SELFIE AND CHALLENGE YOUR FAMILY & FRIENDS TO GIVE BLOOD!

@willyougive
Facebook: @mvrbc
YouTube & LinkedIn: MVRBC

Mississippi Valley Regional Blood Center
Leverage the power of social media with these graphics. In your caption, be sure to ask your followers to share it.
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  Donor & Patient Testimonials

"Share the message of how important blood donation is and how easily you could change a life."

AUDREY
Recipient and Volunteer

Mississippi Valley Regional Blood Center
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]

EMAIL HEADERS

Click on the image to download a high-resolution version

---

Mississippi Valley Regional Blood Center
SAMPLE NEWLETTER CONTENT

Donors Needed to Support Blood Supply

YOU HAVE THE POWER TO HELP! By giving blood with Central Illinois Community Blood Center / Community Blood Services of Illinois / Mississippi Valley Regional Blood Center, you’ll provide a lifesaving resource used by patients right here in CITY. The demand for blood is constant, so the Blood Center 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 www.bloodcenter.org/promotions]

To schedule an appointment to donate, contact [BLOOD DRIVE CONTACT, IF APPLICABLE] or call CICBC / CBSI / MVRBC at (800) 747-5401, schedule online at www.bloodcenter.org or via the Blood Center’s mobile app: www.bloodcenter.org/app.

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 Central Illinois Community Blood Center / Community Blood Services of Illinois / Mississippi Valley Regional Blood Center. See 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 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 www.bloodcenter.org. |
MEDIA OUTREACH

Our own Public Relations and Donor Relations teams work with media across the Blood Center’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**

The Blood Center 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@mvrbc.org or (563) 349-1571.

**QUICK LINKS**

- **BLOODCENTER.ORG**
- **ONLINE TOOLKIT**
- **ONLINE NEWSROOM**
- **DONOR PROMOTIONS**

**MEDIA CONTACT**

Kirby Winn
kwinn@mvrbc.org
(563) 349-1571