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!

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
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.

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.

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!

FOLLOW US ON SOCIAL

Facebook
Instagram
Twitter
YouTube
Snapchat
LinkedIn
TikTok
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 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]

**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.

CLICK HERE FOR MORE POSTS!
SICKLE CELL AWARENESS

“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.”
-Aniyah
Sickle Cell Warrior

HELP FIGHT SICKLE CELL

Blood transfusions relieve pain for sickle cell patients!

“Doctors pulled out 70% of my blood and replaced it with donor blood and that saved my life.”

THE NUMBER OF AMERICANS THAT LIVE WITH SICKLE CELL

100,000

DONATE BLOOD

HELP FIGHT SICKLE CELL DISEASE

FOLLOW US ON SOCIAL
SOCIAL HEADERS & PROFILE

FACEBOOK COVERS

GIVE BLOOD
FIGHT SICKLE CELL DISEASE

SICKLE CELL AWARENESS

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

Tiffani, Sickle Cell Warrior

FACEBOOK EVENT COVER

SICKLE CELL AWARENESS
BLOOD DRIVE

SET UP FACEBOOK EVENT

TWITTER COVERS

GIVE BLOOD
FIGHT SICKLE CELL DISEASE

PROFILE PHOTOS

SICKLE CELL AWARENESS

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

Tiffani, Sickle Cell Warrior

SICKLE CELL AWARENESS MONTH

FOLLOW US ON SOCIAL
TESTIMONIALS
CLICK ON THE PHOTOS BELOW TO SEE AND SHARE THESE STORIES

Tiffany
Ashley
Quinn
Ashli, Aniyah & Octavia
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