



ImpactLife



AMERICA NEEDS BLOOD DONORS MARKETING TOOLKIT

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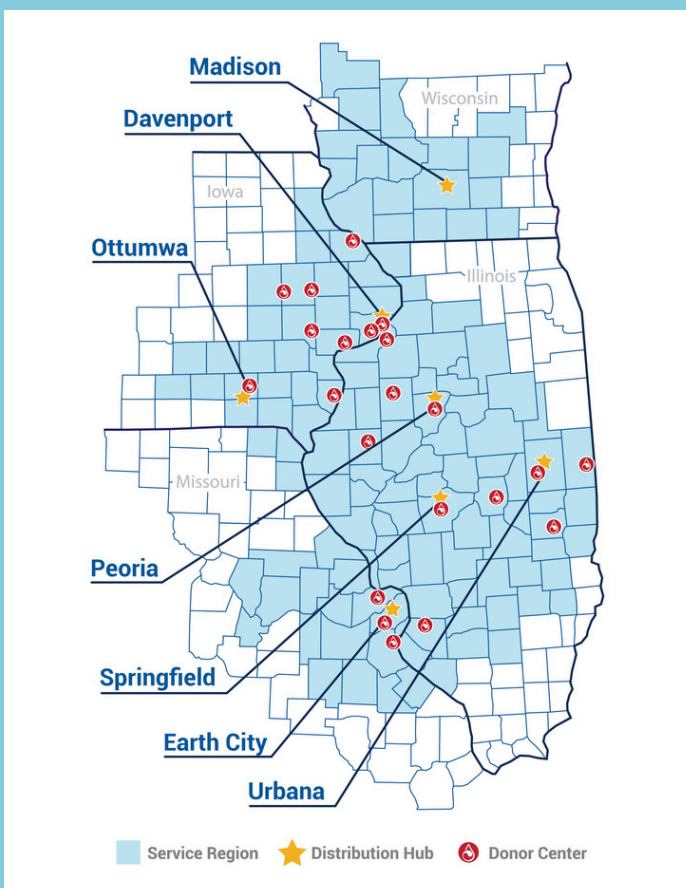
Summer is one of the most challenging times of year to keep blood on the shelves. Vacations, school breaks, and packed calendars pull regular donors away just as hospitals keep counting on a steady supply. You can change that.



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) nonprofit blood center, established in 1974.



LET'S SAVE LIVES!

America Needs Blood Donors unites communities with a shared passion for service, including:



BERC (BLOOD EMERGENCY READINESS CORPS)

Preparing for emergencies with a first-in-the-nation partnership that ensures a stable blood supply during crises.

EMERGENCY RESPONSE DRIVES

Supporting EMS and first responders to build awareness and save lives through donations.



BLUE BLOOD

Honoring law enforcement through partnerships and dedicated drives during National Law Enforcement Day and beyond.

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LET'S SAVE LIVES!

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BATTLE OF THE BADGES

A friendly competition between local fire and police departments to encourage donations.

HOSPITAL PARTNER BLOOD DRIVES

Collaborating with medical institutions to meet critical needs.



PRE-HOSPITAL TRANSFUSION PARTNERS

Supporting teams administering lifesaving transfusions in the field.

MILITARY PARTNER BLOOD DRIVES

Honoring those in uniform by helping serve their unique donation needs.



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