

Higher Education
Coordinator
Media Toolkit



Thank you

We could not do this without you.

Dear Life Changers,

We at Versiti want to extend our heartfelt thanks to each of you for your incredible commitment to hosting an upcoming blood drive. The leadership, energy, and compassion you are bringing to the table are the driving force behind this initiative, and we couldn't be more grateful for your partnership.

This media tool kit was designed with you in mind. We want to try and help make this process as smooth as possible. Use what you want from this! Maybe you need a step-by-step guide or just some new ideas. This kit is designed for you and whatever you need.

We're excited to stand beside you as this event unfolds, and we're confident that your dedication will make it a resounding success. Thank you again for being champions of change and for inspiring others to step up and give back.

With deep appreciation,
Versiti.



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THANK YOU

1 MONTH OUT SUGGESTIONS

SOCIAL MEDIA, EMAIL AND IN PERSON



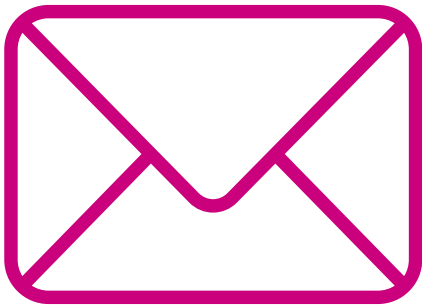
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POSTING ON SOCIAL MEDIA:

We recommend posting this (or something similar) about **one month** out from your drive date. It is important to encourage your community to book their appointments!

CAPTION IDEA:

We're having a blood drive! Come join us on **[DRIVE DATE]** and help save lives!



E-MAIL COPY:

SUBJECT LINE: We Have a Blood Drive Coming Up!

We are hosting a blood drive! Come join us on **[DRIVE DATE]** as we partner with Versiti Blood Center of Michigan in helping save lives. See more information about the drive below.

[Drive Information] → Date, time, location and link to sign-up.



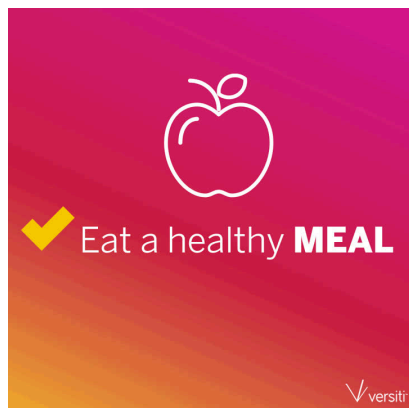
TALK TO YOUR COMMUNITY:

Education about blood donation is extremely important. Before the drive let people know that what they are doing is truly making a difference!

Maybe, take some time out of your meeting for "Blood Drive 101".

2 WEEKS OUT SUGGESTIONS

SOCIAL MEDIA, EMAIL AND IN PERSON



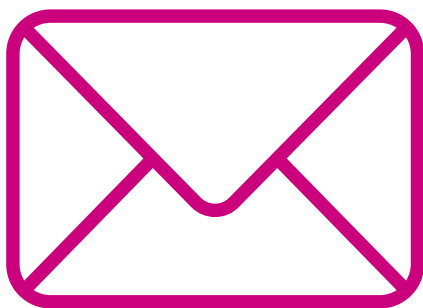
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POSTING ON SOCIAL MEDIA:

We recommend posting this (or something similar) about **two weeks** out from your drive date. Donating blood can bring some anxiety, giving people the resources they need to understand blood donation and how easy it is, is important.

CAPTION IDEA:

It's almost time for the blood drive! Come join us on **[DRIVE DATE]**! Sign up with the link in our bio!



E-MAIL COPY:

SUBJECT LINE: Two weeks until the big day! Will we see you there?

Ready to be a hero? Join us for our blood drive and help save lives with an hour of your time. Donate at the blood drive below.

[Drive Information] → Date, time, location and link to sign-up.



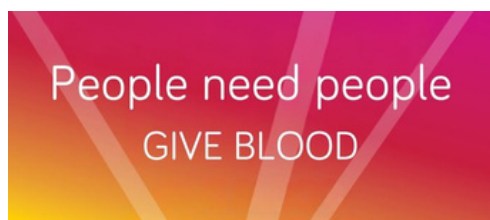
TALK TO YOUR COMMUNITY:

To help with anxiety, talk to people about the process and ensure them it's safe, and give them the facts of why it's important!

Every pint of blood can save up to three lives

Donating blood takes about an hour

More facts here: [versiti.org/ways-to-give/about-blood-donation](https://www.versiti.org/ways-to-give/about-blood-donation)



Click [HERE](#) to download

ENGAGE WITH DIFFERENT PLATFORMS!

We recommend swapping out your LinkedIn banner to this image (or something similar) about **two weeks** out from your drive date. It is important to encourage your community to book their appointments!

Talk to your account representative today! There may be other options based on our seasonal or evergreen flyers, or sizes for other social media platforms.

1 WEEK OUT SUGGESTIONS

SOCIAL MEDIA, EMAIL AND IN PERSON



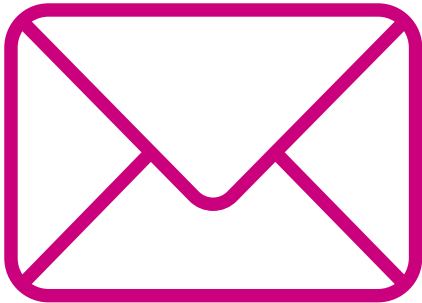
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POSTING ON SOCIAL MEDIA:

We recommend posting this (or something similar) a few days before your drive date. This is the last push! Encourage your community to come in. It only takes an hour to save up to three lives!

CAPTION IDEA:

Do you have your appointment already? Sign up with the link in our bio to donate and save up to three lives!



E-MAIL COPY:

SUBJECT LINE: REMINDER! Come donate on [\[DRIVE DATE\]](#)

Every pint donated can help save up to three lives. Whether you're a first-time donor or a regular lifesaver, your contribution matters. We would love to see you there! Donate at the blood drive below.

[\[Drive Information\]](#) → [Date, time, location and link to sign-up.](#)



TALK TO YOUR COMMUNITY:

Do a FAQ session, some people have a anxiety about donating blood →

- How long does it take do donate blood?
 - The process for donating whole blood takes about an hour from the time you walk in the door to the time you leave. This includes registration, a brief medical screening, blood collection and refreshments.
- More FAQ ideas here: [versiti.org/frequently-asked-questions](https://www.versiti.org/frequently-asked-questions)
- Discuss other volunteer opportunities during the drive for people who cannot donate.

DAY OF SUGGESTIONS

SOCIAL MEDIA, EMAIL AND IN PERSON



THANK YOU!

Today is the day! Thank you for all of your hard work. With your help, we are able to save more lives and you are helping so many people. Thank you for joining us in our life saving mission!



DAY OF IDEAS FOR SOCIAL MEDIA:

Day in an executive board members life donating blood.

- What they eat
- When they donate
- The process
- What they do after!

Create a # for people who donate!

- #ORG.NAMEHERESaveLives

Interviews of people donating.

- Why are you donating?
- Is this your first time?

Invite someone to come to the drive that would encourage more donors.

- Coaches
- Staff
- President

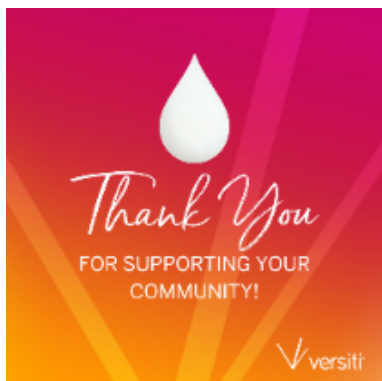


HELPFUL TIPS AND TRICKS!

- Make sure that your volunteers are on time, and they understand what they're doing.
- Check on signs, flyers and social.
- Take care of yourself, drink water and take breaks to eat!

DAY AFTER SUGGESTIONS

SOCIAL MEDIA, EMAIL AND IN PERSON



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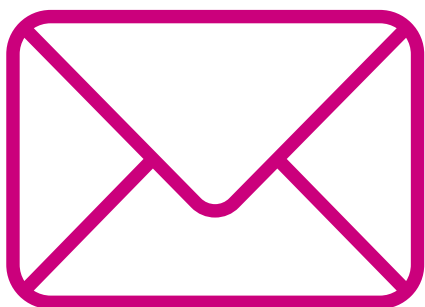
POSTING ON SOCIAL MEDIA:

It is important to thank your donors for the hard work that they just did!

- Create a graphic (or use ours) to post with pictures from the day before!
- Send out an email to who donated.
- Offer some incentives to people who donated.

CAPTION IDEA:

Thanks to everyone who came out and donated! Our campus showed up in a big way for patients who need us.



E-MAIL COPY:

SUBJECT LINE: Thank you so much!

Thank you so much for helping us at our blood drive on **[DRIVE DATE]**! We could not have done it without you. If you couldn't make it to this one, don't worry. We have another one coming up soon on **[NEW DRIVE DATE]**!! Stay tuned for information.

[Drive Information] → Date, time, location and link to sign-up.

LEADERS FOR LIFE

WE WANT TO RECGONIZE YOU!

FOR HIGHER EDUCATION

University Leaders for Life is your chance to step up, stand out & save lives on your campus. You'll work with a Versiti mentor to lead blood donation efforts, gain real-world experience & build a resume that actually means something.

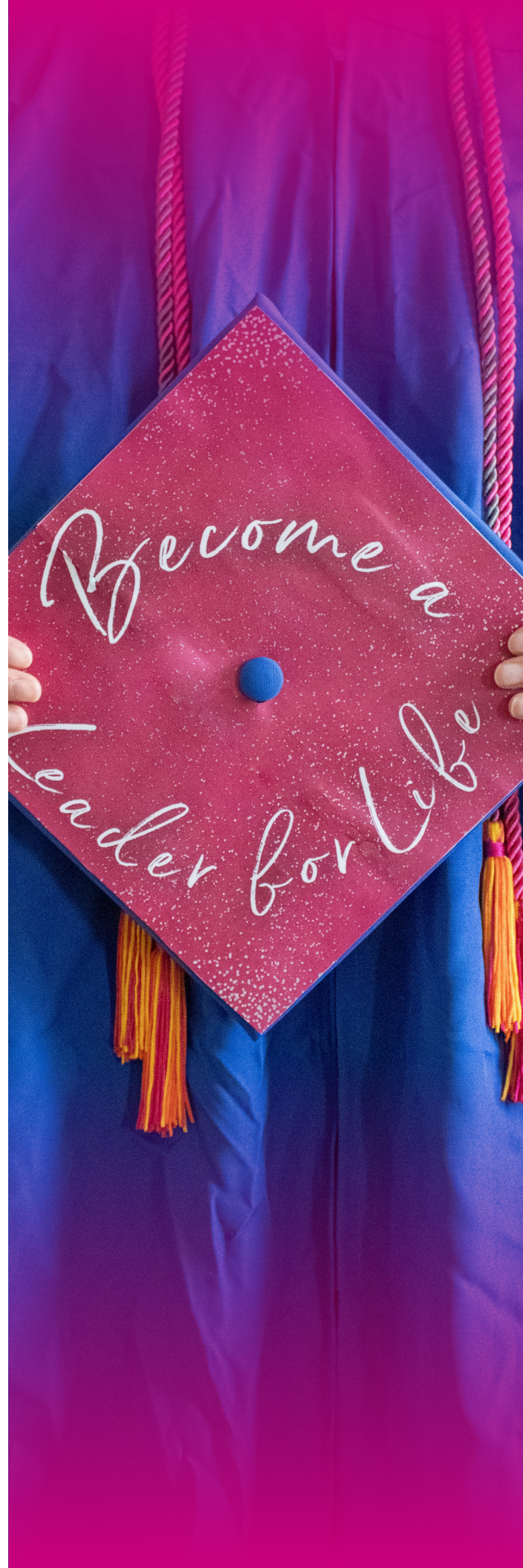
INFLUENCE, IMPROVE, IMPACT

- Be the spark that gets your campus talking about blood.
- Build leadership problem solving and event planning skills.
- Recruit and educate the next generation of blood donors.

BENEFITS OF PARTICIPATING

- Certificates for completion as a coordinator.
- Leadership Cord for graduation.
- Students can earn a letter of recognition from our CEO in addition to their leadership cord.

Click [HERE](#) to learn more!



Thank you!

Let's stay connected



@versitiblood