



# Hispanic Outreach

Support Donate Life Northwest's Hispanic public education program; Spanish-speaking staff and volunteers, culturally-targeted messages and a translated web site educate about the need for multi-ethnic donors.

## **Your support will help Donate Life Northwest...**

- Recruit Spanish-speaking volunteers in highly concentrated Hispanic communities in Oregon
- Promote volunteer training and opportunities through Enews, Web site and collateral materials
- Provide volunteer training and updated information in a timely fashion
- Manage a Hispanic media campaign through TV, radio and web-based promotions
- Participate in community events at blood drives, churches, high schools and festivals
- Distribute Spanish language materials

## **Your company will reach...**

- 17,000 (+media reach of 73,000) Hispanic individuals in Oregon and Southwest Washington
- Over 90,000 individuals via Donate Life Northwest's web site

## **Recognition Benefits**

### **Major Partner - \$5,000**

- Logo placement and link on Hispanic web pages, Hispanic focused Eblasts, and related Enews articles
- Logo on Hispanic web-based promotions
- Logo on Top 10 Myths brochure
- Listing on Donate Life Northwest's web site, PowerPoint Presentations and annual report and related newsletter articles

### **Patron Partner - \$2,500**

- Sponsor of community events
- Listing on web site, annual report and related newsletter articles

### **Community Partner - \$1,000**

- Listing on web site and annual report

Ver. 2.10