



2018

Saving Lives Never Sounded So Good

# 13 Years of MSL

- ▶ After 13 years and over a million youth blood donations, we have earned a position in the music industry touring with many bands, artists and music tours.
- ▶ We have found that a MSL call to donate can impact in a great way and in many cities across the U.S..
- ▶ The youth that have participated in our early years are now reaching their 30s and many have kids of there own.
- ▶ We have created a generation of blood donors that know by donating with Music Saves Lives they can be part of the music they love.

# Maximizing Our Mission Advances Yours

- ▶ Reaching first time young people is not easy and it takes a full commitment to knowing trends, keeping up on new technology and understanding youth motivations.
- ▶ Music changes every day and MSL is in the middle of youth Music.
- ▶ Music Saves Lives is here to take the work of finding youth and millennials off of your plate.
- ▶ Saving Lives over 13 years makes a huge impact. You can use our mission to advance your presents in the cities you visit or are part of. You can be the positive experience for the community.

# What does Music Saves Lives do.

- ▶ We will be reaching out across the US with a message to go donate, and suggest blood donation centers, hospitals, and places they can help save lives in your city. We do this through our music relationships.
- ▶ We generate donor sign ups and bring people in the door. This is proven across the nation with as much as triple the amount of 16-25 year old participation throughout the U.S..
- ▶ We manage all the incentives. The MSL participant has rated our activities 5 out of 5 stars. 98% of participants have experienced a positive blood donation and incentive. Remember the motivation has everything to do with a positive donation experience.
- ▶ We will motivate and reward your participants through the Music Saves Lives programs fixed to Music related activities. Our electronic system now eliminates your need to pass any incentive. We do it all and this saves you time and money.

# Can we share your message?

- ▶ Our network can focus with your direct message, and include your brand within our mission of saving lives.
- ▶ Your obligation to this program is to provide the message and the event that we can tie into.
- ▶ MSL Participants use our donation maps and other interactive blood donation systems and they can all link back to your message.

# Contact Music Saves Lives.

- ▶ We manage 5 star interactive programs that are life saving.
- ▶ We connect to over 10 million each year through our music industry support.
- ▶ Educate your staff to know that you are part of the Music Saves Lives program.
- ▶ You become the an Official Music Saves Lives supporter
- ▶ Music Saves Lives is a 501(c)3 nonprofit.

Contact Music Saves Lives at  
[Support@MusicSavesLives.org](mailto:Support@MusicSavesLives.org)