

Gift of Life: Campus Ambassador Recruitment & Donor Drive Program



Objective

Inspire student leadership and increase national participation in the Gift of Life Marrow Registry by empowering students to host impactful donor recruitment drives—offering their peers the opportunity to potentially save a life.

Approach

Campus Commandos partnered with Gift of Life to build a robust, scalable student ambassador program across college campuses. Leveraging the Campus Commandos App, we equipped student leaders to manage on-campus activations with precision, transparency, and a sense of purpose.

We prioritized real-world impact by supporting students in their mission: expanding the registry with young, healthy, and diverse donors.



Execution

Student Ambassador Recruitment:

Gift of Life selected passionate student leaders across the country to serve as on-campus champions. Each ambassador was trained to lead peer-to-peer recruitment events, share the importance of marrow donation, and walk students through the cheek swab process.

Campus Drives:

From tabling at student centers to collaborating with Greek life, ambassadors hosted donation drives tailored to their campus culture. These high-energy events inspired meaningful interactions and swab kit completions.



Student Quotes

“This experience changed my life. Knowing that I could help someone in their fight against blood cancer gave me purpose and drive.”

– **Kayla T.**, University of Florida

“The Gift of Life ambassador program helped me grow as a leader and advocate for causes that matter.”

– **Diego R.**, University of Michigan

“It’s not just a cheek swab—it’s a chance to save someone’s future. That’s a message that resonates deeply with college students.”

– **Maya J.**, Boston University

“Working with Campus Commandos and Gift of Life gave me the tools and confidence to lead change right on my campus.”

– **Samira L.**, UCLA



Results

9,896

Matches Found

1,007

Lives Saved

2,326

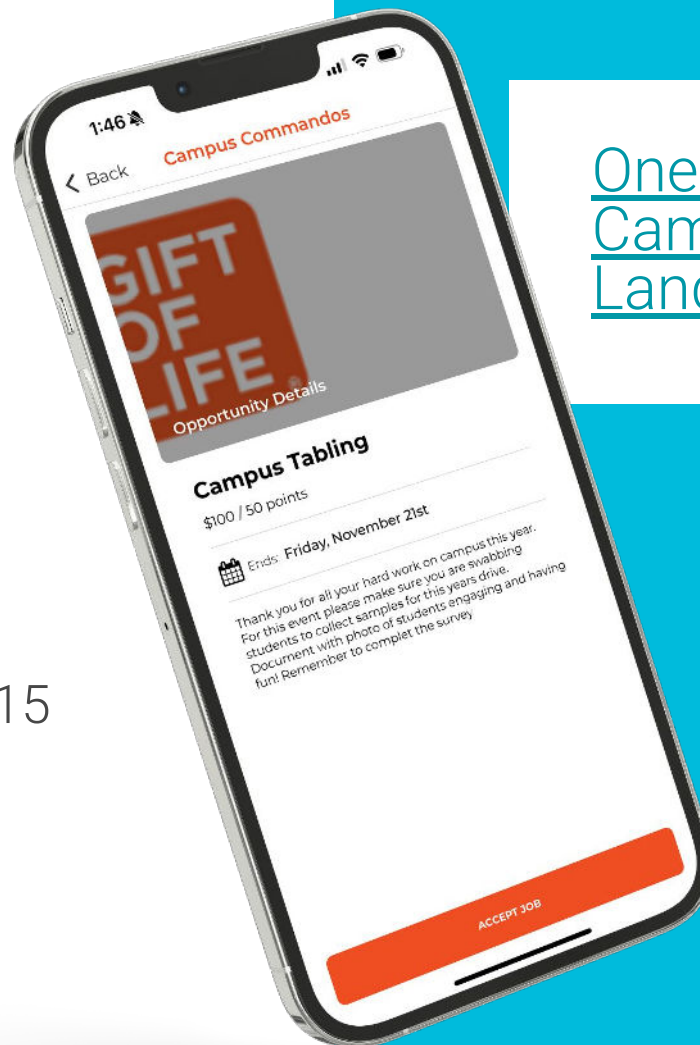
Ambassadors Since 2015

100+

Campuses

136,406

Added To Registry



One Beautiful
Campus Ambassador
Landing Page

