

When organising your presentation or fundraiser, your biggest challenge may not actually be coming up with ideas, time management, or even your nerves. Instead, some people struggle with audience engagement. In other words, no matter how amazing your presentation or fundraiser may be, sometimes, people just don't seem to care or engage with it.

While we can't give you a magic recipe to overcoming audience disengagement entirely, what we can do is give you a few top tips on how to give your peers that extra nudge that might help them understand why your work is so important and why **they** should get involved in your volunteering. And remember, this is nothing to do with you, so don't get discouraged!

Engaging your audience with your presentation

The easiest way to make people pay attention is by making your presentation relevant to your audience. Make them understand why Anthony Nolan and blood cancer are topics that should be important to them.

Use patient appeals!

We have a variety of patient appeals happening at all times, which you can incorporate into your presentation to show your peers that blood cancer can happen to anyone – regardless of your age or background. You can find more information on patient appeals [here](#).

The only thing to be aware of with patient appeals is that you never say things like 'save the life of this person' or 'sign up to save the life of X'. Instead, say things like '**save the lives of people LIKE X**' or '**sign up to improve the chances for people LIKE X**'. If you are unsure, just email us and we can double check that you are using the right wording and tone.



Use videos!

People just don't like watching someone read off a Power Point for half an hour. That's why we have a ton of videos on our YouTube channel that you can use to liven up your lifesaving presentation.

- 60 second video on becoming a donor [here](#)
- 3 minute assembly video [here](#)
- Donor diaries playlist (hear from real donors about their experience) [here](#)
- What is blood cancer playlist [here](#)

Storytelling

Telling a story is a powerful way to relate to your audience, as well as get your key messages across. Research shows that people often forget facts and figures, but remember a story and how it made them feel.

Some of our most successful ambassadors capitalised on their personal story by sharing it and talking about why **they** got involved whenever they got the chance. Don't be afraid to get personal if needed.

But you also don't need to have a super powerful personal reason to be volunteering either when sharing your story. Talking about what caught your interest, what you are getting out of volunteering, and why Anthony Nolan's cause seemed important to support can be more than enough to make your presentation more relatable and personal.

Encouraging people to sign up

Recruiting people to the stem cell register can be the most rewarding AND disheartening thing at the same time. You will always have people who will just flat out say no to you - but trust us when we say it's all worth it when you do encourage someone to sign up!



Use social media

We can't emphasise enough how important it is for you to use your online link. Share the link in your Instagram bio, on TikTok, Snapchat and Facebook. Not only will you reach more people that way, but you can also get super creative!

- Look at [Anthony Nolan's](#) or [Warwick Marrow's](#) TikTok accounts for inspiration on how to use TikTok to sign up potential lifesavers.
- Why not do a Q&A on stem cell donation on your Instagram stories?
- Ask your friends to send you Snapchats of them signing up to the register!
- And check out our [social media guide](#) for lots more fun ideas.

Mythbust!

People might not be as receptive to signing up because they still believe in lots of myths around stem cell donation, or simply think that they won't make a difference by themselves.

So, make sure that you aren't just encouraging people to sign up, but that you also let people know a few of the lesser-known facts about stem cell donation, like:

- Donation isn't painful! 90% of the time you donate via your bloodstream, just like you would when you donate blood. (Which also isn't painful!)
- Young men make up 55% of all donations, yet only make up 16% of the stem cell register. There are nowhere near enough men on the register, so we need as many to sign up as possible.
- If you are from a white, northern European background, your chances of finding a perfect match are 72%. This chance falls to just 37% if you are from a minority ethnic background.
- Gay men CAN to sign up and donate!
- Donating stem cells doesn't mean you lose stem cells. You will only be donating excess cells and your body will replenish everything else in just a few days.



Engaging people in your fundraiser

Fundraising can be hard! Especially if your school has already hosted three bake sales, two non-uniform days and one ugly sweater day this year. To make sure that people still engage with your fundraiser, you've got to make sure that you stand out!

Make it a little more interesting...

While you should never pressure anybody to donate money, you can always appeal to people's competitive spirit. For example, if your school has different houses/divisions, keep a leader board for which house/division have donated the most money collectively.

Just double check with our ambassador team whether your competition is okay to run and doesn't count as a donation incentive!

Take advantage of online audiences

Fundraising with JustGiving has the huge advantage of allowing you to fundraise in person at your school, as well as online, meaning lots more people can get involved!

So, if you can, fundraise online and in person at the same time.

- Are you selling raffle tickets? Sell them at school AND let people buy them via JustGiving.
- Are you putting on a charity performance with your band? Let people pay a slightly lower entry fee to watch a livestream online!
- Are you running a bake sale? Offer people a limited-time delivery baked goods delivery service that they can pay for using the donation link.

And don't just treat online fundraising as an alternative or additive! If you are already hosting one in-person fundraiser, why not run a small online fundraiser alongside it, like selling your old clothes on Depop and Vinted and paying your profits onto your JustGiving page?



Most importantly

Don't get demotivated just because your peers aren't as enthusiastic as you are. After all, you will be talking to people about unfamiliar topics. Some people may have no clue what stem cell donation is and will have never heard of Anthony Nolan, so be patient with them and try to understand that they may need a while to decide whether they want to support the cause.

People may also have different reasons for why they aren't able to support you that you aren't aware of, so try not to take it personally. It probably has nothing to do with the quality of your presentation or fundraiser!

And always remember – it only takes one. Even if you motivate only one person to sign up or raise £40, that alone could be enough to save a life.

