



**ANTHONY  
NOLAN**

Saving lives through stem cells

# Donor

# Recruitment Event

Thank you for supporting an Anthony Nolan register recruitment event. Here are some top tips to make sure it's a big success!

## Before the event

### Intranet, newsletter, blog

An article or blog can be a great way to start event promotion. This could include some information about what Anthony Nolan does – see 'who what why' and 'facts and stats' below. You can also include all the details people need about your event e.g:

You could be the answer someone's looking for. Someone with blood cancer or a blood disorder. Someone in urgent need of a stem cell transplant. Your stem cells – and yours alone – could be the ones that save their life.

How? It starts with a swab. On **[insert date and location]** you can find out more about the work of the lifesaving charity Anthony Nolan and sign up to the stem cell register. Joining the register is quick and easy – you just complete an online application form on your phone, then swab your cheeks. You then have a 1 in 800 chance of ever coming up as a match and going on to donate, but if this should happen, you'll have the chance to extend or even save someone's life.

If you want to find out more, check out the Anthony Nolan website. You can also watch [this video](#), that shows the incredible impact stem cell donation has on people's lives, and [this video](#) that shows you what happens if you ever do come up as a match. We hope to see as many of you as possible on/at **[insert event details]** and hope that you will sign up to save lives.

### Email

An all staff, or team email with a calendar invite to your event is a great way of getting it in the diary and ensuring people get those pop-up reminders!

## Posters

A poster for your event can be provided or you can create your own.

## A personal story

If you have a personal motivation for supporting Anthony Nolan, and feel comfortable sharing, it, then please do. Stories get people engaged emotionally and help them really understand the difference stem cell donation has made to people. There are also lots of [stories on the Anthony Nolan website](#) you can share with colleagues. We also run [patient appeals](#) when patients are in need of a stem cell match and don't currently have one. These real-life, real-time examples can also help motivate people to join the register.

## Video links

The [Anthony Nolan YouTube channel](#) has a whole range of impactful videos you can share. Here are a few that you might find useful:

- [Finding matching donors for patients](#)
- [How the donation process works](#)
- [Understanding Stem Cell Donation \(Q&A\)](#)
- [Ethan's Donation Story](#)
- [The history of Anthony Nolan](#)

## A presentation or talk

If you feel confident, you could arrange a time to talk to your colleagues in advance about Anthony Nolan – explain how quick and easy joining the register will be at the event – and what a huge difference it could make.



## Who, what why?

Anthony Nolan saves and improves the lives of people with blood cancer and blood disorders:

- By making **lifesaving connections** between patients and incredible strangers, ready to donate their stem cells.
- By funding **groundbreaking research** that could transform the future for more patients.
- By providing the **best experience for every patient** before, during and after transplant.

For 50 years Anthony Nolan has been saving lives through stem cells. It all started with one little boy. Today, Shirley Nolan's incredible vision means we can help four people in need of a transplant every day. And in the future, we want to help thousands more with new treatments and therapies. We have never been more determined to ensure every patient that needs us can survive and thrive.

## During the event

### Chat and signpost

No one expects you to be an expert and know all the answers! But it's always good to encourage people to do their own research and have a think. People can be directed to the Anthony Nolan website and the [FAQ page](#).

## After the event

### Online registrations

Joining up at an event is a really reliable and effective way for people to join the register. But for those who can't get to the event, or so people can share with their wider networks, there is the option to join online and a swab kit will be sent in the post. Anthony Nolan may be able to provide you with a unique joining link so the number of people using the link to join can be tracked. Or, if not, you can share the regular 'join the register' link.

### Social media

The power of social media is extraordinary – and gives you a way of extending the reach of your event beyond just the people who attend. You could ask your organisation's social media team to share posts about the event you are holding and tag Anthony Nolan. As well as sharing on your own social media, encourage those who sign up to share too and be sure to also share the 'join the register' link so others can join!



## Facts and stats

There are lots of **facts and stats available on the website**. Here are just a few you may want to share with colleagues:

- Anthony Nolan uses its register to match potential stem cell donors to blood cancer and blood disorder patients in urgent need of a stem cell transplant.
- Every 14 minutes, someone is diagnosed with blood cancer or a related disorder.
- Over 2,000 people in the UK are in need of a bone marrow or stem cell transplant every year.

- Only one in three patients will have a matching donor in their family. That means two thirds of people turn to Anthony Nolan to find them an unrelated donor.
- Every day we give four people another chance to live.
- The charity needs more men aged 16–30 to sign up as they are underrepresented on the register. Young men currently make up only 18% of the Anthony Nolan register, but incredibly, provide more than half of all stem cell donations.
- Anthony Nolan urgently needs more people from minority ethnic backgrounds to sign up as stem cell donors. Each registered donor has a genetic profile – their HLA type. There are millions of combinations of HLA and 41% of people on the Anthony Nolan register are totally unique. You are even more likely to have a unique type if you come from a minority ethnic background. So, the more people we can get on the register, the more likely that patients will find the lifesaving match they need.
- Only 3% of people in the UK are registered as stem cell donors. This compares to 13% in Cyprus, 12% in Israel and 9% in Germany.
- Our research confirms that donors under 30 lead to better survival rates for patients, which is why you need to be between 16–30 to join the register.

## Social media top tips

Follow Anthony Nolan on Instagram, TikTok, Facebook, LinkedIn, and X, and encourage everyone at your event and wider workplace to do the same. This is a great way to support us as it helps extend the reach of everything we share.

When people come to your event and join up, encourage them to share this on their social media channels, tagging Anthony Nolan. Some ideas for posts could be:

“You could be a lifesaver-in-waiting for someone with blood cancer or a blood disorder. Join me and sign up to the stem cell register today.”

“Ready to become a lifesaver-in-waiting? Join me on the stem cell register today.”

“For some people with blood cancer and blood disorders, a stem cell transplant from a matching stranger is often their only hope of survival. I’ve joined the register as a potential donor in case I can be someone’s perfect lifesaving match. Join today!”

Photos are great to share – quick snaps of your event and sign-up selfies!

## Thank you!

Your support is hugely appreciated and if you have any questions, please get in touch with your Anthony Nolan contact.

[anthohnolan.org](https://anthohnolan.org)

