

LOCKDOWN LIFESAVER CHALLENGE

Hello! We're Anthony Nolan, the charity that saves the lives of people with blood cancer.

We do this by making lifesaving connections between people with blood cancer and blood disorders with incredible strangers who donate their stem cells.

Right now, there are over 800,000 people on our stem cell register ready to be a match and provide a lifesaving transplant. With the help of our supporters, they give a second chance of life to three people every day. **That's AMAZING!**



saving the lives
of people with
blood cancer

#LockdownLifesavers

anthonymolan.org/marrow



Doug, who donated his stem cells

Despite the strange and challenging times 2020 has seen, at least five people with blood cancer still begin the search for a matching stem cell donor every day. And to keep providing them with the very best donors, we need your help to sign up new lifesavers. We usually do this at face-to-face events but since that's not possible right now, we need your voice and your connections to do it online!

Don't know much about stem cell transplants? No problem! Find out more in [this short video](#).

WHAT YOU CAN DO

We need you to tell EVERYONE you know between 16-30 why they should sign up as potential stem cell donors and get them to join our register! This is the perfect time to put your contacts to good use, search every Facebook group you're a part of, post on all your social media and sign up all those cousins you bump into at awkward family gatherings every few years.

ANYONE AGED 16-30 CAN JOIN BUT...

You won't want to reach out to any old Tom, Dick or Harry! There's two audiences you'll need to target to sign up the right people to the stem cell register:

- **Young men aged 16-30.** Anthony Nolan can only sign up people in this age group to the stem cell register. That's because these people are most likely to be chosen to donate their stem cells and lead to better outcomes for patients.
- **People from Black, Asian, or minority ethnic backgrounds.** Someone from one of these ethnic backgrounds has just a 20% chance of finding the best possible match on our stem cell register compared to 69% for someone from a Northern European background. That's why we need your help to sign up more people from these backgrounds and make sure everyone has the best possible chance of finding a lifesaving match.

WHAT TO SAY

Before you get out there and shout from the metaphorical rooftops about curing blood cancer, you'll need to know a few key facts:

- The first step you want people to take to become potential stem cell donors is to register using this online form.
- If they come up as a match for a patient in need, then there are two ways you might be asked to donate their stem cells. 90% of people donate via their bloodstream and 10% have their stem cells collected via their bone marrow while under general anaesthetic. Watch our donation animation above to find out more.
- After they've signed up, we'll send them a swab pack in the post to complete and send back. Once a few days or weeks has passed, they'll be a fully-fledged recruit to the stem cell register!

Still not sure what to say to sign people up? Don't worry, we've got you covered. You can copy and paste the below!

'Anthony Nolan is the charity which matches incredible individuals willing to donate their stem cells to patients in need of a stem cell transplant.'

'Due to the COVID-19 pandemic, there has been a huge drop in people registering as a potential stem cell donor and Anthony Nolan urgently need to recruit more potential lifesavers to their register. If you're aged 16-30 and in good health, you can apply to be a lifesaver today. Joining is simple. To take the first step, go to [anthonynolan.org/lockdownlifesavers](https://www.anthonynolan.org/lockdownlifesavers) and fill in an application form or watch [this short video](#) to find out what stem cell donation involves.'

'Together, we can save the lives of people with blood cancer.'

HOW YOU CAN DO IT

Share, share, share.

The Anthony Nolan Instagram, Twitter, Facebook and YouTube channels are all filled with great stories and videos (like this one of donor [Doug](#), or this one [explaining the donation process](#)). Repost them, send them on to people, tag your friends or even create your own!

Post in every Facebook group you're a part of. Did you join a random society's Facebook group in freshers and never got round to going? Now's your chance to put that to good use!

Fact-bomb your friends

Share this [handy pic](#) in five WhatsApp chats to educate and engage your buddies.

Crash a House Party

Crashing a house party was a weekly affair pre-lockdown. Now's your chance to do it to save lives. Download the House Party app, drop in unannounced, say your bit, and get outta there!

Anthony Knowlan

Dedicate a round in your next virtual quiz to all things Anthony Nolan. Now you've got an audience, all you need to do is share the lockdown lifesavers link! (www.anthonynolan.org/lockdownlifesavers).

You could even ask for donations to Anthony Nolan too! You don't even need to write your own questions. You can find an Anthony Nolan round, ready to go [here](#).

SOME HANDY LINKS AND RESOURCES:

- Social media links:



- [FAQs webpage](#)
- [Facts and stats page](#)
- [Downloadable templates](#) for WhatsApp image/AN logo etc

THE TIME IS NOW

Thank you so much for your help. This is the perfect time to reach out and tell people all about joining the stem cell register. There's currently a real desire from people to do something good for others, to give back to the community, and to feel a part of something bigger than themselves.

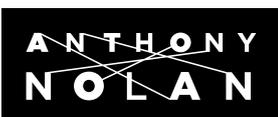
Marrow means a lot of things to a lot of people. But for a quarter of patients, it means the donor that gave them a second chance at life. And with your help tackling the Lockdown Lifesaver Challenge, we're not going to let a global pandemic get in our way.

Any questions or ideas?

Get in touch at: marrow@anthonynolan.org



#LockdownLifesavers



saving the lives
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