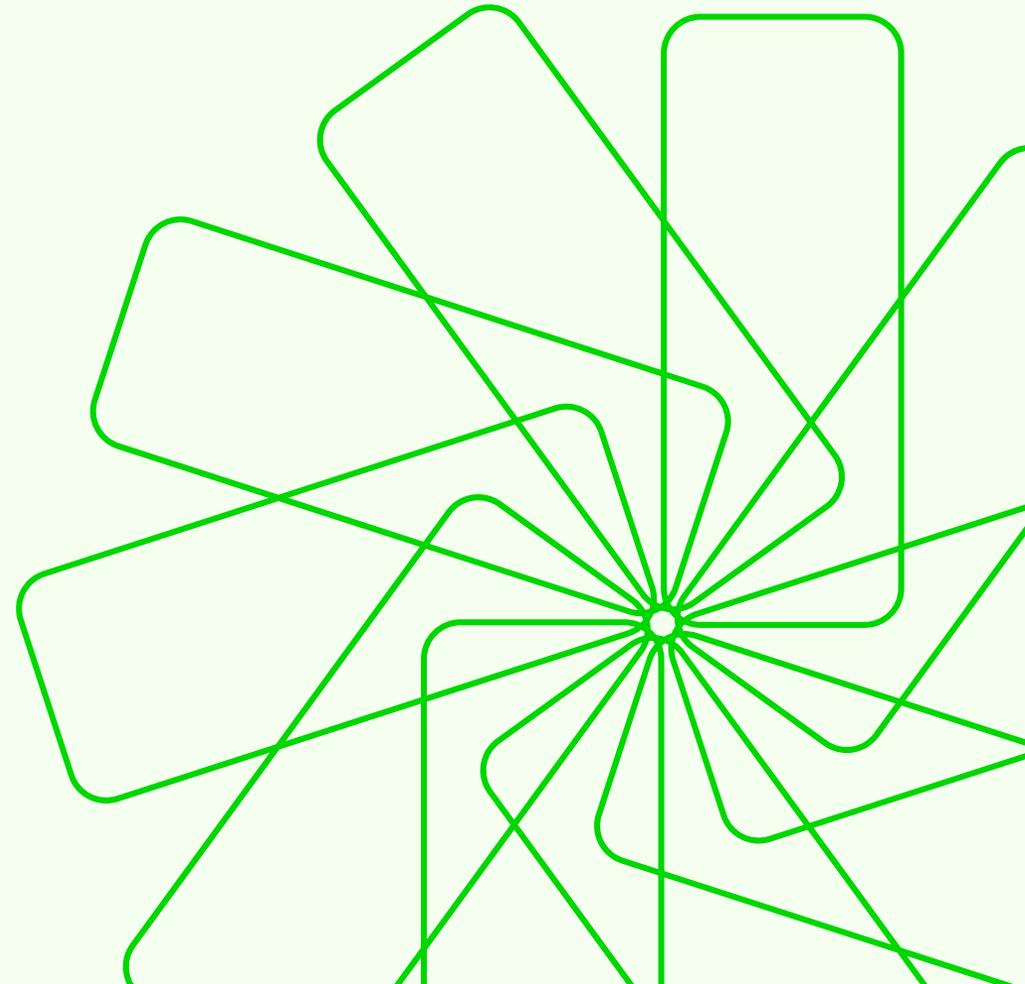


Using digital channels and innovation to engage our register

Rebecca Whitwick

Head of Register Engagement



Anthony Nolan



What we do

- Someone is diagnosed with blood cancer **every 13 minutes**
- Every day, **we give 4 people another chance at life**, and we helped more than 1,400 patients last year
- Since our foundation is 1974, we have **facilitated over 26,500 stem cell transplants.**

Why it's important to engage our Register

- When someone comes up as a match, we have to **move fast**, so we need to get in touch with our potential donors quickly.
- If someone is unwilling or unable to donate, **we need to know ahead of time**, so we don't spend time trying to contact them.
- There is a **lot of information to convey**, so the more we can educate our register in advance, the more comfortable our potential donors will feel with the process
- There are **so many ways** to support Anthony Nolan, alongside being on the stem cell register!

Barriers to what we're asking them to do

Barrier

Time

Contactability

Empathy Fatigue

Multi generation

Life stage

Standing out

Interventions

Regular programme of engagement

Digital Innovation

Empowering our register

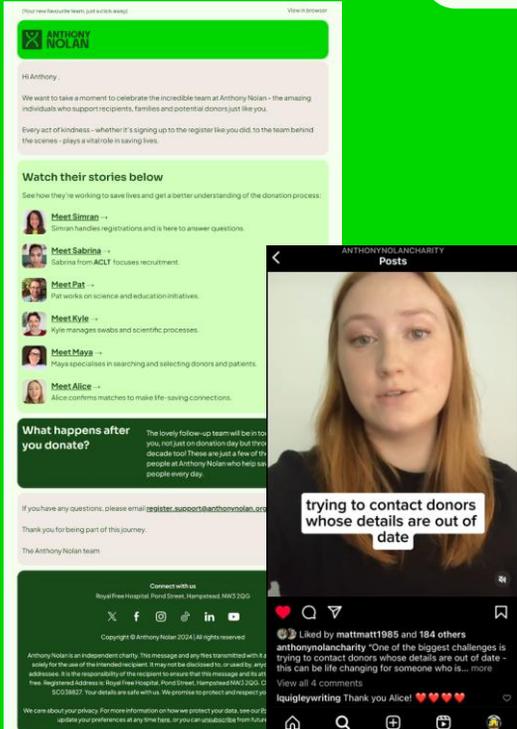
Personalisation, Personalisation, Personalisation

Information & Education

Test & learn

Email

- Personalized
- Cross channel
- Timely

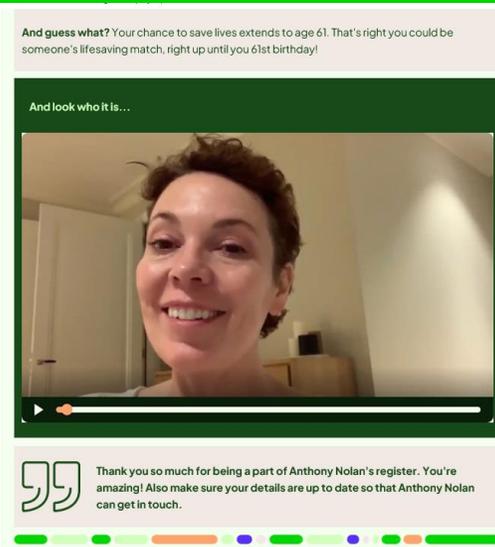


'Meet the team' social media and email campaign

- Cross channel approach
- Highlighting the people in the process
- CTA's relevant to the team

Personalized Update Your details campaign

- Highlighted method of recruitment
- Masked outputs to increase engagement
- CTA for all recipients



Happy 30th Birthday email

- Addressed a business need
- An education point
- Included an Oscar winner!

Email

What's been working for us...

Are we hitting the mark?

Let us know what kind of content you'd love to see more (or less) of!



Give us feedback →

Pass it on...

You know you're amazing. We know you're amazing. Why not pass it on and help someone else be amazing too?



We are asking you, yes YOU, to encourage at least one person to join you on the amazing stem cell register and help grow our team of potential lifesavers.

Share us on WhatsApp →

Light touch CTAs

Or click on the icons:



Collaboration

So make sure you're lifesaver ready! View in browser

ANTHONY NOLAN

Hi Anthony

13-year-old Sahara needs someone to be ready for her

As someone already on the stem cell register, you'll have heard us talk about being 'lifesaver ready'. That's not just a phrase, it means being prepared to step up if you're called. Because when a match is found, every minute counts.

Sahara HAD Two Perfect Matches...



Just days after celebrating her birthday, Sahara collapsed while out shopping. She was rushed to hospital and diagnosed with **severe aplastic anaemia** a rare, life-threatening condition where her bone marrow stops producing vital blood cells. Her only hope of survival is a stem cell transplant.

At first, her family were told not to worry as there were two perfect 10/10 donor matches. They were relieved. But heartbreakingly, **both donors became unavailable.**

Re: We're missing some of your details

 Anthony Nolan <notification@mail.anthonynolan.org>
To  Rebecca Whitwick

Re: ...

Report (and do something with it!)

Row Categories									
Select all	Database	Age Group	Age	Gender	Donated Stem Cells	Region	PCArea	C	ME
First use the filter on the side bar to select your email campaign(s) of interest by name. Use the buttons above to select the demographics you want to report by. (The order you click on them will be reflected below - so if you click on Age Group and then Gender by age first, then each age group into gender as you click through, whereas if you click on Gender and then Age Group you will see the results split by Gender and then Age Group. Then use the Results Parameter Filter to show only those results you are currently interested in.									
EmailCampaignName	Ins5_rgd_eng_donorportal_age3135part1	Age	Total Sends	Total Delivered	% of Delivered	Total Unique Opens	% of Unique Opens	Total Unsubscribes	% of Unsubscribes
			9	9	100.00%	8	88.89%	0	0.00%
		25	1	1	100.00%	0	0.00%	0	0.00%
		30	1	1	100.00%	1	100.00%	0	0.00%
		31	2,161	2,151	99.54%				
		32	2,024	2,012	99.41%				
		33	1,963	1,946	99.13%				
		34	1,750	1,736	99.20%				
		35	1,324	1,311	99.02%				
		36	78	77	98.72%				
		39	1	1	100.00%				
		41	1	1	100.00%				
		Total	9,313	9,246	99.28%				

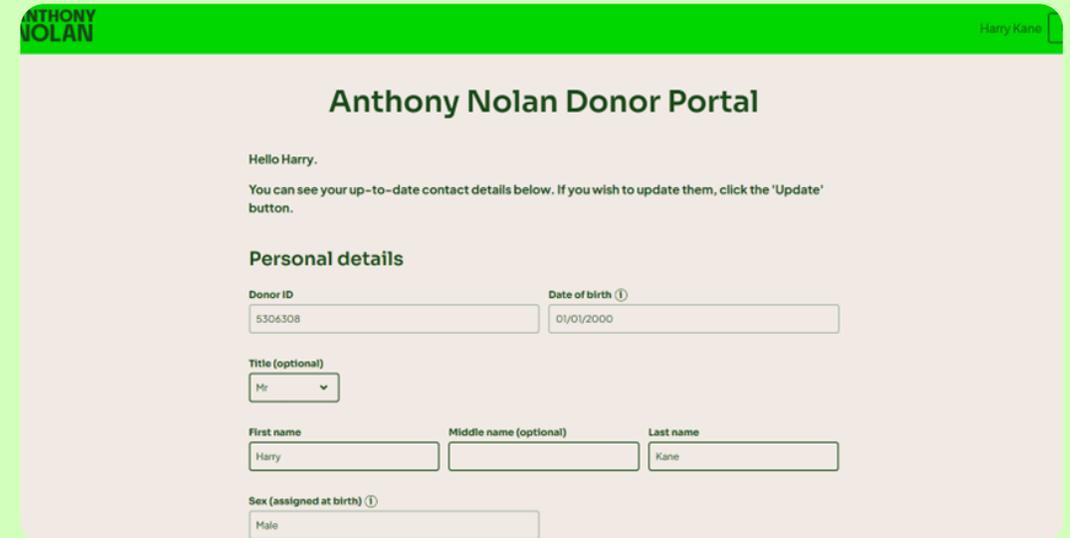
Email Action	Time and Day	Sent	Demographics	Open Rate	Click Through Rate	Portal Clicks	Portal Sign Ups	Unsubscribes	Removals	Notes
Portal welcome	Friday 11am (May)		Age 31-35 Online	64%	10%	913	445	0.06%		Warning Subject Line: Re: Your New Donor Portal is Here outperformed Your New Donor Portal is Here
Portal welcome	Monday 3pm (June)	11,262	Age 31-35 Online	64%	11%	1,173	602	0.11%		Insights: Many donors have mentioned they live abroad. Only a small number have experienced issues - mostly due to incorrect details being entered.
Portal welcome	Tuesday 9am (June)	18,565	Age 31-35 Online	59%	9%	1,634	1,032	0.05%		Results & Questions: The email is getting opens, especially with the right audience, which shows they're receptive.

Portal

- Gives those on the register **visibility** of **all contact details** we hold
- Provides the ability to **self serve**
- **Linked to our CRM**, so details automatically update
- **Engagement opportunity**



The screenshot shows the Anthony Nolan login interface. At the top left is the Anthony Nolan logo. Below it, the text reads "Use your email to log into your Anthony Nolan account". There are two input fields: "Email Address" and "Password". Below the password field is a link for "Forgot your password?". A dark blue "Sign in" button is centered below the fields. At the bottom, there is a link for "Don't have an account? [Sign up now](#)".

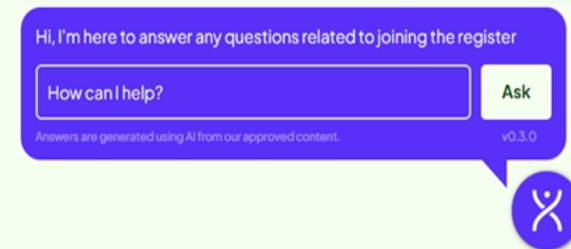
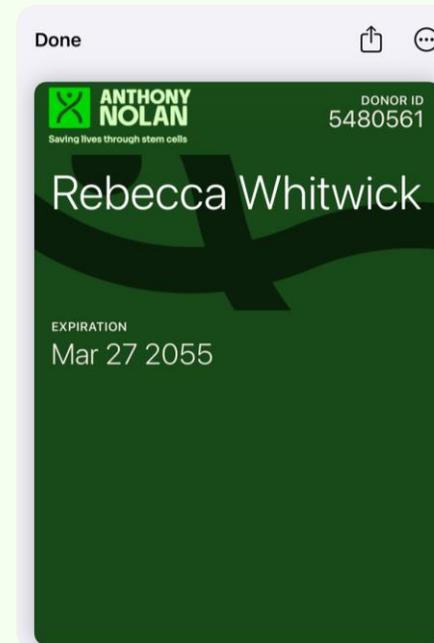


The screenshot shows the "Anthony Nolan Donor Portal" profile page for a user named Harry Kane. The page has a dark blue header with the Anthony Nolan logo on the left and the user's name "Harry Kane" on the right. The main content area is light blue and contains the following information:

- Greeting: "Hello Harry."
- Message: "You can see your up-to-date contact details below. If you wish to update them, click the 'Update' button."
- Section: "Personal details"
- Fields:
 - Donor ID: 5304308
 - Date of birth: 01/01/2000
 - Title (optional): Mr (dropdown menu)
 - First name: Harry
 - Middle name (optional): [empty]
 - Last name: Kane
 - Sex (assigned at birth): Male

The future

- Digital engagement is an **ever changing** and **evolving** opportunity
- The launch of the portal was phase 1, we have plans to **improve UX** and **increase the scope**.
- We are looking to **introduce WhatsApp**, we want to be able to have a two way conversation with our register community.
- Rolling out **Digital donor cards** to all our potential donors.
- Launching our **donor chatbot** on our 'Join the register' pages



Takeaways

A

Agility: When you're dealing with such a wide audience, it's not one size fits all. Test, Analyse, Pivot, Repeat

B

Basics: We know that there are certain demographics we need to target, but the basics need to be there for everyone. Make sure your foundations are strong

C

Community: We're asking people to do something incredible, so we need to show them others doing the same thing, and that they're part of something special.

D

Digital: Our donors are used to accessing what they need, when they need it, so make sure that you are optimising your digital offering!



Thank you!

For further discussion, please contact:

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Head of Register Experience

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