

TALKS GUIDE



Everything you need to know
for when you're talking or
presenting on behalf of the
Ellen MacArthur Cancer Trust.



ellen
macarthur
cancer trust

WELCOME!



Thank you for agreeing to speak on behalf of the Ellen MacArthur Cancer Trust!

This guide will help you understand everything you need to talk and/or present confidently about the Trust, and the difference we make in inspiring young people to believe in a brighter future.

Through this talk, you will introduce the Trust to a new audience who might never otherwise have heard of our work and impact. This is vital as the Trust aims to be more accessible and inclusive to all young people who have a cancer diagnosis in the UK.

In this guide you will find advice on the power of good storytelling, planning your talk, how we talk about the Trust and the language we use, using the right 'call to action', and plenty more need-to-knows.

I hope you find this useful and thanks so much again. We cannot make the difference we make without people like you doing what you do.

Frank Fletcher (CEO)

Lauren's school assembly talk

"The Trust made me the person I am today. What better way to give back than sharing my experience with those who support and fundraise for them?"

"I never thought I would be able to stand up and talk about myself and the Trust in front of 400 strangers. The Trust has helped me overcome many things in the past – so why not add public speaking to the list!"

"My advice would be: it isn't as scary as you might think. Everyone is supportive and they understand talking in front of an audience is hard, especially about something so close to your heart. You already know a lot about the Trust and have great memories with it, so let them come naturally."



PUTTING YOUR TALK TOGETHER

KNOW YOUR AUDIENCE

Depending on your audience you will need to think about...

- The length of your talk
- What is age/audience appropriate content
- The language you use
- Where you should stand/sit to talk at the audience's level
- If you can make it interactive and/or funny in places
- Before you start putting your talk together, let the Trust know!

Types of possible audiences



Schools,
Brownies etc



Schools, colleges,
other youth
groups, etc



Sailing clubs,
WI groups,
coffee mornings,
Lions, Rotaries,
Lodges, businesses



- Children, under 13s and parents
- Parents-only
- Teenagers
- Young adults

STRUCTURING YOUR TALK

How to divide up your time

- **20%** – Introduce yourself and give an overview of the Trust
- **60%** – Share your story/experience about the Trust
- **20%** – Call to action: what do you want from your audience and why? Pages 6-7 will help you guide your audience towards what you want them to do next.

WRITING YOUR TALK



YOUR INTRO

Introducing yourself

Along with your name, tell the audience...

- How you became part of the Trust community
- When you first got involved with the Trust
- Your cancer diagnosis if applicable

Introducing the Trust

Your audience may never have heard of the Trust before. Think of what and how you would like to tell them.

Use photographs if you have a PowerPoint or play a video from our YouTube channel to show them our impact and activities. We can provide templates and photos.



TELLING YOUR STORY

If you're a young person, volunteer or parent who's benefited personally from Trust support, you need to make an emotional connection with the audience.

- **Beginning** – Talk about how you discovered the Trust, why and how you got involved, and why you / the young person you know needed the Trust at that point in your / their life. What challenges were you / they experiencing?
- **Middle** – Focus on trips you / the young person you know has been on. What did you / they get up to? Talk about specific memories and feelings. What changes did you / they experience? When were you / they last with the Trust and what happened on that trip? What are your fondest memories?
- **End** – Reflect on the impact the Trust has had on you / your family, and share how that made you feel. What difference has it made to your / their life? Why does that matter? How has the Trust helped you overcome the effects and aftereffects of treatment?

If you're someone who has supported the Trust and / or seen our impact first-hand you need to communicate that impact so the audience feels it too.

- **Beginning** – Talk about how you discovered the Trust, why and how you got involved, and what motivated you to take part in some way. Tell your listeners why you feel a connection with the Trust and care about supporting young people after cancer treatment.
- **Middle** – Focus on young people's experiences with the Trust. What have you seen and heard? Talk about the positive differences to young people's lives following Trust support. How do you feel knowing you are playing a part in making those differences happen? Why is it personally fulfilling?
- **End** – Sum up the reasons why you support the Trust and reflect on the positive impact on hundreds of young lives. What impact has supporting young people had on your own life? Why should your audience support them too?

CALL TO ACTION

You will be giving this talk because you want your audience to do something.

This is your 'call to action'. Keep this in mind when thinking of what to say. The next page explains some potential outcomes from your talk. Your talk should convince them of why they should do one or more of these actions.

Krissi's hospital talk

"I did a talk at the hospital where I was treated as a child. Sharing my story and experience helped spark the young people's interest and reassure parents - as well as getting some medics signed up to volunteer too! It was great to then see some of those young people on trips and the change in them from a hospital setting to a boat."



WHAT'S NEXT?

Every talk needs to end with a **'call to action'**. That might be a fundraising ask, giving people ways to access Trust support or letting the audience know of other ways they can support the Trust.

Raise money



Donate

- Online via our website
- Collection tin/bucket
- Text EMCTRUST and your amount to 70085 (e.g EMCTRUST 15)

Sign up for an event

Fundraise for us

Become a monthly donor

Make us your Charity of the Year

Pledge a legacy gift

Signpost to the Trust



Young people – come on a trip

Medics/charities – refer young people you know who would benefit from Trust support

Friends/relatives – encourage young people you know to come on a trip

School – tell young people about us, show photos and videos

Volunteer for the Trust



Use your sailing skills – become a mate

Use your medical skills – be a trip medic

If you work with young people with cancer – talk to us about how you could support our trips

At events – join the #TrustTribe volunteer pack

Other



Stay up to date – join our mailing list via the website

Word of mouth – the most powerful recommendations come from our friends, family, and other people we trust. Spread the word!

Follow us on social media @EMCTrust

We can help you identify the best call to action(s) for the talk you are doing. Remember your talk may have more than one!



HOW WE TALK ABOUT THE TRUST

‘young people’

We say ‘young people’ – not children, kids or teenagers. If you’re talking specifically about the Trust’s impact on over 18s, you can use ‘young adults’.

Never abbreviate to EMCT – always use the charity’s full name – ‘Ellen MacArthur Cancer Trust’ – to start with and you can abbreviate to ‘the Trust’ after that.

‘the Trust’

‘support young people’

We are not a sailing charity – we are a charity that inspires young people to believe in a brighter future living through and beyond cancer, through sailing and adventure activity.

We are an open, inclusive, friendly and fun charity – you know how it feels to be part of the Trust, communicate that through your words, body language and tone.

‘inclusive, friendly and fun’

‘language around cancer’

How young people talk about their cancer is up to them However, the Trust talks about cancer as a medical condition you are treated for and does not talk about cancer as a ‘fight’ or a battle you win or lose.



BE PREPARED!

It’s okay to be nervous about talking to a group. Here are some practical tips to help you feel more prepared.

Ask for help

We can support you with any resources or guidance you would like.

Practice

- Talk to yourself in a mirror or use a practice app.
- Rehearse with a friend or family member.
- Make sure you are projecting your voice and speaking clearly.
- Work on sounding natural, enthusiastic, and upbeat.

Check your script

- Is your talk too long or too short? Time yourself!
- Replace or remove any words you stumble over.
- Explain any words or phrases people might not understand, including types of cancer.

Notes

- There is no right or wrong way to make notes. Use a script, bullet points, cue cards, or whatever else works for you.
- Make your writing bigger than usual or use a large font so your notes are easy to check.

On the day

- Make eye contact and don’t look at your notes too much.
- Think about your body language. Do you want to sit or stand?
- Drinking from a glass of water helps you take natural pauses and gather your thoughts.
- Do not worry if you forget your script. The most important thing is you tell your story. Just remember the structure from pages 4-5.



LOOKING AFTER YOUR WELLBEING

We never want to put you in a position that negatively affects you. You should never feel pressured to do a Trust talk – it's okay to say no.

Trust talks can be about sensitive subjects. When you are talking about your own experiences, it may bring up difficult memories. It may also bring up difficult memories for people in your audience.

Before you start, make sure you feel comfortable talking about these topics and be considerate of those in the audience who may not be as open with their experience.

Depending on your audience you may get asked different questions, some of which may be sensitive. It is always okay to say you don't feel comfortable answering a question, or you can refer them to someone else in the team or to our website.

It's also okay if you go blank or lose your train of thought – we are all human. Figure out what works for you to get back on track, like having a sip of water or taking a deep breath.

If a talk does bring up difficult memories, make sure to look after yourself. Get in contact with a member of the team or have a look at our signposting page online for further support.



FAQs

Fundraising

We aim to maintain all necessary and appropriate standards, including compliance with the Code published by the Fundraising Regulator, and take any concerns about our fundraising activities very seriously. Find our Fundraising Complaints procedure on our website or call 01983 297750 and ask to speak with our Chief Executive.

Who should I contact?

If you don't know who to contact specifically, please email volunteer@emcancertrust.org and we will signpost you to the right member of the team to help with your talk.

Who organises the logistics?

Once the talk is set up, we ask you to liaise directly with the organiser on the timings and access to technology. If you need to cancel the talk, please let the organiser know directly and tell us too.

Can I book my own talk?

Yes, we would love that! – just let us know about it and we can support you.



What resources will I get?

We will supply you with a Trust t-shirt, a PowerPoint presentation template, leaflets or posters, and collection boxes. If you need anything else, let us know.

How do I collect donations?

We encourage donating online but boxes or buckets can be sent to you if required. There are rules around collections boxes, so full guidance will be sent too. If an audience member speaks to you about making a large donation please put them in contact with a team member at the Trust.

What if I can't answer a question?

The team can give you some suggestions of questions you might get asked. But it's okay to say you don't know and refer them to our website or give them our contact details.

Will I be paid?

You will be entitled to claim expenses for travel to and from the venue. If you incur any other expenses directly related to the talk, please discuss it in advance with us.

Do I need insurance?

You are covered under our Public Liability Insurance. All other insurances, for example car insurance, are your obligation.

What are my obligations?

Confidentiality is essential. Please only use information in the public domain – either in this pack, on our website or in official Trust communications – and focus on telling your own Trust story. Act in accordance with Trust policies, including our safeguarding policy and data protection and fundraising procedures.

inspiring young people to
believe in a **brighter future**



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