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Link to blog: [Blog 1](#)

[Blog 2](#)

Words included in blog:

Gloves are off: Fighting Cancer, One Round at a time.

Why We Fight

This isn't just some sporting event, it's personal. Our very own student fighter is jumping into the ring to fight against one of Earth's most challenging opponents, Cancer. They have been training for this, making this a fight for the ages, he has dedicated countless hours of training and dedicated it all to this fight. He is a star example of even after all the training and dedication he has put towards this, it still is nothing compared to the fight cancer patients face daily.

How We Fight

The only way to guarantee a seat for this fight of the ages, is to purchase a ticket for the event directly. Every single sale will go directly towards our cause and be counted as a donation. Secure yours now to aid us in our fight against this disease.

Can't make it? Not to worry, you can still support their incredible effort by donating directly towards his fundraising page, which we track and update daily.

We Want to hear from You!

We want to hear your voice, your opinions and your ideas. Everything counts, every voice matters. We'll be answering every question or idea right here in our comment section so you can see directly if your idea or question has been expressed already and if we have responded already.

We also want to know about you. Who are YOU fighting for? If you'd like you can share their name below, and we can dedicate a round to them.

Your comments and shares help boost our visibility and help us get one step closer to beating cancer.

We look forward to seeing you all ring-side at the fight. Let's make this a night to remember, and a night our university is proud to represent.

Cancer doesn't stop for anyone

Life moves fast; with the addition of daily distractions like work deadlines and family, it's easy for people to forget that some of the world's major problems don't stop, not for anyone. The plain and simple fact is, cancer doesn't stop for anyone, no matter what. It impacts everyone, whether it be a friend, family or colleague.

Why we can't wait

"On average, someone is diagnosed with cancer every 90 seconds in the UK" (Macmillan Support, 2025). This statistic isn't just a number; it's a look into what people and families have to struggle with and a life forever changed. This is why we must act. We are funding not just support for families and individuals but also aiding science in their next vital breakthrough. The money we raise isn't just put into some makeshift pot; it is given directly to the scientists and doctors working tirelessly to help advance research. So you know your money is being put to good use, we will be showing where every penny is sent so you know it is being put to good use.

The Action Plan

Here's how you can make a difference

The easiest way to help aid our goal is by making a simple one-off donation; however much it is doesn't matter. If everyone reading this skipped out on just one of their weekly coffees, we could hit our goal much faster.

For those with energy but not so much money, don't worry; you can still help make a difference. At the bottom of our page is a share option; if anyone wants to, they can use it and spread awareness about our page. Just take the link, go to any social media of your choice, and let people know what we are hosting and how they can get involved if they feel like it.

How Your Voice Fuels the Fight

We want this campaign to be a real dialogue and community effort. Our team will be monitoring this page throughout to answer any questions people have about the charity and its spending or how you can get further involved with the campaign. We believe that being transparent and showing personal experiences and ideas is key to breaking down the stigma behind cancer and helping provide further support to those affected by it.

In the comments below, let us know: What's one simple, but effective, way people can better support survivors in their daily lives?

Any and all input is welcome, as it helps inform the public on how to better support those affected.

Let's all stand together against and create a powerful force in the fight for a cancer free future.

The two blog posts, "Gloves are off: Fighting Cancer, One Round at a time" and "Cancer doesn't stop for anyone" executes a strategic and versatile fundraising and awareness campaign. They both make use of clear communication styles to target different stages of the customer decision journey and address vital modern marketing challenges like transparency and trust (McKinsey, 2009; Montjean, 2025). The first post applies the Reciprocity Principle and Experimental Marketing, focusing on the community and a creative activity, whilst the second post relies on the Transparency and the Trust Mandate and Hyper-Personalisation, focusing on research and accountability.

The first post, "Gloves are off: Fighting Cancer, One Round at a time," is focused on a local community driven event, primarily targeting a university community (students, faculty and local supporters) Its central objective is to generate conversions, in the form of ticket sales and donations. The tone of the blog is signified by its excitement and urgency. This aligns with the charity event with the high energy language, often favoured by student demographics, creating a sense of urgency to attend the event and students should not miss out.

One of the care strategies used here aligns with the Reciprocity Principle (Cialdini, 1984), where the emotional "give" is the promise of dedication to a round of the fight to a loved one in exchange for a purchase of a ticket or instead a donation. This moves on from transactional giving, into Creative Activity and Experimental Marketing, which research shows positively influences donation behaviour by enhancing a participant's sense of free choice (Xu, Mehta & Dahl, 2022). By letting the audience engage in this "creative activity" - letting them share a name and story - the blog successfully appeals to the audience's Intrinsic Motivation (Chen et al., 2021). Furthermore, despite the students' training efforts and fight itself "is nothing compared to the fight cancer patients face daily", uses the psychological effect of contrast, increasing the perceived value of the fight itself, and making a donation request feel minor in comparison to the cause. In effectiveness measurement the success of the blog is measured in immediate actions, ticket sales and the volume of comments or shares, confirming strong emotional resonance and community engagement.

The second post, "Cancer doesn't stop for anyone", targets a broader general public. This post adopts a more informational and urgent tone compared to the first, targeting directly the modern Transparency and Trust Mandate facing the charity sector (Impression Digital, 2025; GOV.UK, 2025). Public trust is heavily influenced by knowing the money raised is spent directly on the causes they are donating to (GOV.UK, 2025). By directly showing the action plan and promising to show "where every penny is sent," the post actively shows Verifiable Accountability, which is crucial for securing public support from digitally smart donors (Montjean, 2025). It also employs elements of Hyper-Personalisation and Contextual Relevance. The suggestion for donors to skip "one of their weekly coffees" makes the donation itself highly relevant to the public's daily life. The engagement of the prompt asking how to support survivors generates constructive dialogue, lining up with the trend of creating

deeper, value driven relationships (Montjean, 2025). The success of the blog is measured by the direct financial donations and the quality of comments showing engagement with the cause. Its success can also be seen through awareness metrics such as organic search traffic for research related keywords, as it put the campaign in a position as a leader in the fight against cancer (HubSpot, 2025)

The overall structure of the campaign demonstrates an understanding of the power of storytelling in the charity sector (Wonderly, 2025). The first blog provides the personal, human interest story, (the use of a student fighter), meanwhile the second blog gives an objective and a mission driven narrative, (the impact and urgency). This approach gives the best chances of generating both an immediate emotional response from the public, as well as informed support.

Charity Digital (2025) *The importance of content pillars and how to create them.*

Chen, R., Han, K., Ma, X. and Peng, X. (2021) 'Intrinsic and Extrinsic Motivations of Donation-Based Crowdfunding in China', *International Journal of Environmental Research and Public Health*, 18(1)

Cialdini, R. (1984) *Influence: The Psychology of Persuasion*. New York: Morrow.

GOV.UK (2025) *Public trust in charities 2025.*

HubSpot (2025) *2025 Marketing Statistics, Trends & Data.*

Impression Digital (2025) *The Future of Nonprofits: Key Trends and Marketing Tactics for Charities.*

McKinsey (2009) *The consumer decision journey.*

Montjean, T. (2025) 'Personalization in 2025: Redefining customer-centric digital marketing', *Dotdigital.*

Wonderly (2025) *Navigating the digital shift: Charity marketing in 2025.*

Xu, J., Mehta, R. and Dahl, D.W. (2022) 'Leveraging Creativity in Charity Marketing: The Impact of Engaging in Creative Activities on Subsequent Donation Behavior', *Journal of Marketing*, 86(1)