

'Which means that...' exercise

This exercise is a way of converting facts and statistics about your branch and turning them around to show how they make a difference to people's lives. By using the description in the 'Which Means That' column you can portray the work of your branch in an engaging way to potential supporters.

1. List your services in column one.
 2. Use the three leading words 'which means that' to describe how this service makes a difference to people affected by MS.
 3. Optional. Perhaps you can think of someone who could be used as a case study or provide a quote to highlight the story further.
- Please note: You don't have to use the words you come up with exactly in your publication/website/letter. It is simply an exercise to help you get used to swapping lists of services for descriptions that may be ore effective in highlighting the work of your branch.

What is the service?	Which means that...	Possible case study?
<p>Example: We provide physiotherapy sessions</p>	<p><i>(which means that) ...people affected by MS in our local area are able to experience the benefits of this treatment which include helping to prevent loss of mobility, strength and balance, and showing improvement in symptoms such as fatigue and tremor.</i></p>	<p><i>Brenda, she regularly attends the physiotherapy class and may be happy to provide a quote</i></p>