



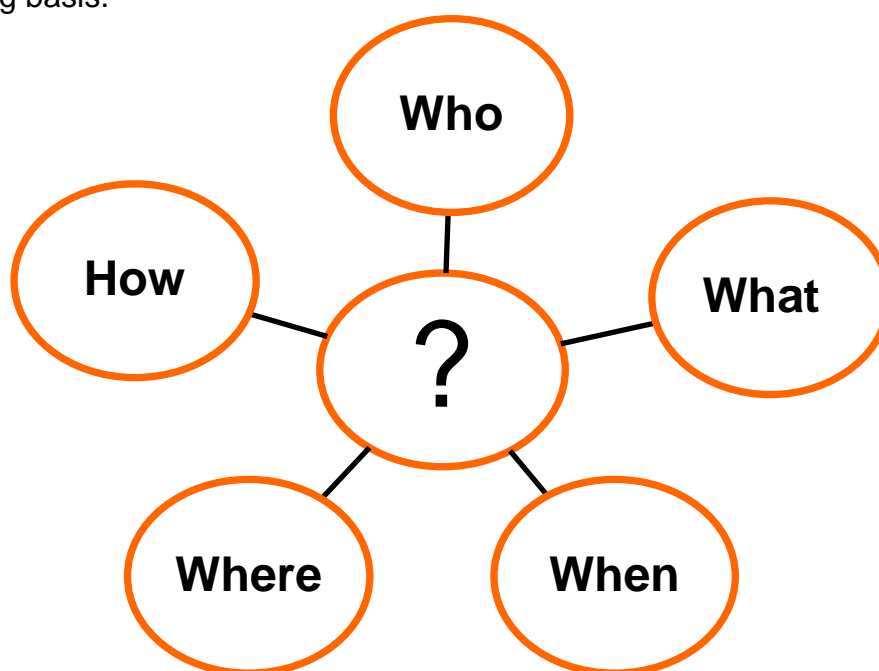
B3: Reaching people

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Representing the MS Society
Resources to help you reach people

Publicising MS Society financial support

The success of your branch grantmaking will depend on how well you promote it on an ongoing basis.



We recommend your branch develops a plan to ensure that grantmaking is promoted as widely as possible and that people know how to access it. You should think about:

- **Who to target** - people with MS, their families and carers, MS nurses and other health and social care professionals
- **What to tell them** - what's on offer, how to access support grants, contact details, case studies of people who have benefited from a support grant (with their permission)

- **When you'll tell them** - a regular drip-feed of information helps ensure people know about MS Society support grants when they need one
- **Where to promote support grants** - branch newsletters, web pages, information events and annual meeting, local media, social media, MS info points, MS therapy centres, GP surgeries, Citizens Advice Bureau, libraries and community centres
- **How to promote support grants** - dedicated branch support phone number and email address, articles, presentations, press releases, our **Grants from the MS Society** booklet

Representing the MS Society

Applying for a grant from your branch may be the first point of contact for people affected by MS, so using the MS Society name and brand appropriately are crucial to making a good first impression.

Using the MS Society brand in correspondence

Whenever you write to people - applicants or funders - you must use official MS Society branding and include our registration details.

Find out more

Download an **MS Society branch letter template** with our registration details:

- on our **volunteer website**,
<http://volunteers.mssociety.org.uk/branch-letter-template>

The MS Society written brand

It is important that the way we describe MS, and the way we write about ourselves, is consistent across all of our materials and publications. We've created a **core script** of ways to explain MS and the effect that it has. This script is in varying lengths to ensure a version which will suit your needs, ranging from a 200 word summary to just one sentence.

Find out more

You can download our **core script**:

- on our **volunteer website**,
<http://volunteers.mssociety.org.uk/core-script>
- or contact the **Communications Team** for a printed copy

Top tip: Contact details for staff referred to can be found in [Appendix 1: Sources of support](#). Job titles rather than names are used so that this publication doesn't date when somebody leaves their post.

Resources to help you reach people

Grants from the MS Society

This booklet provides a quick and easy guide to grants available from the MS Society.

See our **volunteer website**, <http://volunteers.mssociety.org.uk/grants-booklet> or contact the **Grants Team** for copies you can distribute.

Being easy to contact

Being easy to contact by phone and email is an essential requirement for branches.

All branches have two MS Society email addresses - one for branch contact and one for MS support - and we recommend you have a dedicated phone line.

We've developed a number of resources to help you be easy to contact, including **how to guides** for branch phones and email, and technical support information. See our **volunteer website**, <http://volunteers.mssociety.org.uk/branch-and-group-basics/being-easy-contact> or contact your **Local Networks Officer** for support.

Using our brand

As a volunteer you're a representative of the MS Society, so it's important to remember that everything you do affects our brand.

You can order publications and printed stationery from our **online shop**, <http://volunteers.mssociety.org.uk/shop>, and familiarise yourself with our brand guidelines on our **volunteer website**, <http://volunteers.mssociety.org.uk/branch-and-group-basics/using-our-brand>. You can also contact our **Marketing Team** for support.

Your newsletter

Sending out a regular newsletter is an important way to let people affected by MS know what your branch offers.

To support you to produce and send out your newsletter, we've put together a range of resources, including a **how to guide**, a newsletter volunteer role description and a library of images you can use. See our **volunteer website**, <http://volunteers.mssociety.org.uk/branch-and-group-basics/your-newsletter> or contact our **Communications Team** for support.

Online promotion

There are lots of ways to promote your branch's work online, in order to publicise your events and services and reach out to people affected by MS.

Our **branch website e-learning** will give your website volunteer the skills to write and add quality content to your MS Society website pages. We've also put together tips on using social media. Find out more on our **volunteer website**, <http://volunteers.mssociety.org.uk/branch-websites> or contact your **Local Networks Officer** for support.

Top tip: You can find a list of all volunteer website resources referred to in the **Support Grants Handbook** in [Appendix 2: Volunteer website resource index](#)

You'll also find the answers to common queries about grants in [Appendix 9: Grantmaking frequently asked questions](#)

Support Grants Handbook B3: Reaching people	
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