



C4: MS Society email

Being easy to contact by email has become an important way to support people affected by MS. It enables people to use screen reader software to access information in a way that suits them. It lets people know they have a local group to turn to and makes it possible for us to keep in touch with people who aren't able to attend our meetings or events.

We launched MS Society email in 2014, and all MS Society groups were allocated two @mssociety.org.uk email addresses - one for local information and one for MS support. We asked for your feedback, and you told us that MS Society email supports your group to make a good impression on people who contact you, helps you feel more connected to the wider MS Society and makes it easier to store and share correspondence securely. However, you also told us you need more storage space and that you want to be able to access MS Society email when you're out and about.

We've listened to what you told us, and from November 2016, your inbox storage capacity will be increased. We will also launch new 'housekeeping' guidance to support you to identify and address the emails that are taking up the most space. We will continue to test and develop the upgrade needed to enable you to access MS Society email via personal devices such as smartphones and tablets.

These developments will support our ultimate goal; we eventually want everyone to use MS Society email whenever they represent the MS Society in email correspondence.

What does MS Society email do for us?

Local identity

If your MS Society group delivers activities and handles money, it is a requirement that you are available to all people affected by MS in the area, you are easy to contact, regularly communicate with members and ensure information about MS and the MS Society is available to all.



For more on our group requirements, see [Local Networks Programme Guide B1: MS Society group requirements](#) on our **volunteer website** or previously in this guide.

Your MS Society email addresses include the name of your group (for example, [anytown@mssociety.org.uk](#)), letting people know that the MS Society has a local presence. Using MS Society email when you communicate with members and supporters is a great way to reinforce your place in the community.

Effective communication

We want you to enjoy communication that is consistent, easy to manage, and works in both directions.

You can set up two or three **authorised users** on your MS Society email account, meaning your contacts will continue to enjoy great support when one of your team needs to take a break, steps down or changes role. Or, you may simply prefer to share the task of managing MS Society email between several volunteers. Either way, let the **Supporter Care Team** know so they can update our records.

If your group offers **MS Support**, using your [support@mssociety.org.uk](#) email address will let people know their enquiry will be dealt with by a volunteer with the skills and experience to help them.

Every MS Society email you send includes an **auto-signature** that includes your MS Society group name and contact details. And of course, it features our distinctive MS Society branding, reinforcing that we are all part of one MS Society with shared values and goals.

The more we use our brand, the more we raise awareness of MS and the MS Society, so why not use our branded **web to print** templates to promote your group's activities and events? You'll need your MS Society email address to log in.



See [Local Networks Programme Guide C3: Web to print](#) on our **volunteer website** or previously in this guide.

Your MS Society email inbox features an address list you can use to store contact details for your volunteer team members, MS Society staff and

other MS Society groups; once you've added them, just click on a name to send an email. You can also add supporters to your address list so you can keep in touch with them. There's no need to add members - simply download a list from the **portal** whenever you need to, and copy and paste it into the bcc field (blind carbon copy).



For more on using the **portal**, see [Local Networks Programme Guide C2: Portal](#) on our **volunteer website** or previously in this guide.

Data protection

The Data Protection Act means we are legally required to ensure that the personal data we hold about the people who use MS Society services, our members, volunteers and staff is accurate, used appropriately, stored securely and not kept longer than is necessary.

Data protection guidance is there to keep us all safe. When you use MS Society email, your volunteers never have to publicise their personal email addresses. This protects their safety and security, both during and after their time volunteering with us.

We've put together a list of six key rules to remember when using MS Society email. Remember, you can contact the **Supporter Care Team** at any time for help with data protection.



See our [email data protection rules](#) on the **volunteer website** or contact the **Supporter Care Team** to request a printed copy.

MS Society email support

Volunteer website

See [How to be easy to contact by email](#) on our **volunteer website** for your **MS Society email toolkit**, including a how to guide, technical guide, our data protection rules, and a link to sign on to MS Society email.

Staff support

The Supporter Care Team is your key contact for MS Society email; they here to answer your queries, maintain your list of authorised users and help with data protection. Contact the Supporter Care Team on 0300 500 8084 or at supportercare@mssociety.org.uk.

Local Networks Programme Guide C4: MS Society email v1	
Content owner:	Head of Volunteering
Editor:	Quality and Innovation Projects Officer
Signed off:	October 2016
Review date:	April 2017
Multiple Sclerosis Society Registered charity numbers 1139257/SCO41990. Registered as a limited company in England and Wales 07451571.	