Please use the copy below to copy and paste into whichever channel you prefer. We have split this down by:

* Email
* Facebook/LinkedIn
* Twitter/Instagram

**Email:**

**Subject title:** MS Society audience research

Dear xxxx,

At the MS Society our ambition is to be there for everyone affected by MS – regardless of who you are, what you believe, who you love, or the colour of your skin.

We know that we have a lot more to do to achieve this. Some people living with MS don’t see their experiences reflected in the way we talk about MS. They don’t think our services can help them, don’t see us standing up for the issues they care about most, or just generally don’t feel the MS Society is for them.

We will always respect people’s choices about this and we know there are other great MS charities out there who also provide fantastic support. But we want to make sure that anyone who does decide to get in touch with us feels included, can find the support they need and has opportunities to get involved that work for them.

For this reason, we’re hoping to gather thoughts, views and experiences from people that we have not done very well at reaching. We’d really love to hear from people who have not had much engagement with the MS Society before – particularly**:**

* People from Black and/or Asian backgrounds (or any other non-White ethnicity)
* People who are younger (between 18-40)
* People with more advanced MS (for example, those who regularly use a wheelchair).
* We’d also love to hear from friends, family and carers of such people who might also have benefitted from our support.

If this is you, or someone you know, we’d be extremely grateful if you could participate (or pass this invitation on) in a virtual focus group. The group would discuss your experiences of MS, any interaction with the MS Society you’ve had before and things that would have been helpful that might have made you interested in engaging with us more. These focus groups will be run by an external agency and more information on this will be shared with you if you choose to participate further.

If you could spare us around two hours in the last week of April to take part in a focus group, please complete our short form hosted on Survey Gizmo [here](https://survey.alchemer.eu/s3/90331022/MSS-research-sign-up-form). You can find out more about how Survey Gizmo manage data by reading their privacy policy [here](https://www.alchemer.com/privacy/).

If you have any queries about this research, then please email volunteering@mssociety.org.uk . If you know anyone else who might be interested in this work we’d appreciate your passing this invitation on.

Kind regards,

xxxx.

**Facebook/LinkedIn**

The MS Society is conducting research into people who don’t currently engage with us. Read more about this project below and take part if you can:

At the MS Society our ambition is to be there for everyone affected by MS – regardless of who you are, what you believe, who you love, or the colour of your skin.

We know that we have a lot more to do to achieve this. Some people living with MS don’t see their experiences reflected in the way we talk about MS. To help us understand how we can improve this, we’re holding focus groups to gather views and experiences from people we don’t have much contact with.

If you, or someone you know, would like to be involved, please complete our short form hosted on Survey Gizmo [here](https://survey.alchemer.eu/s3/90331022/MSS-research-sign-up-form). Or get in touch on volunteering@mssociety.org.uk .

**Twitter**

Take part in the MS Society’s research to help improve their understanding of diverse groups across the MS community. [Complete this short form](https://survey.alchemer.eu/s3/90331022/MSS-research-sign-up-form), or get in touch on volunteering@mssociety.org.uk .

**Instagram**

\*Use above copy and this image (to follow):