



Launching For you

Supporting our Group Coordinators to
talk about For you



What we'll be covering today...

1. Introducing For you
2. How do I talk about For you?
3. Finding out about my local group
4. For you demo
5. Who do I contact, questions and supporting documents

New from the MS Society
For you and for everyone.

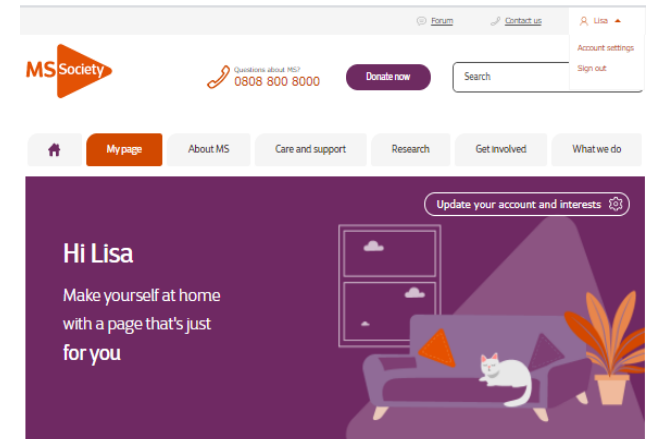


Introducing **For you.**



For you – an introduction

- **For you** is a new online and offline experience for our MS community.
- It is **replacing** what we used to call membership.
- Anyone who signs up will get an enhanced experience on our website.
- **For you** is free for everyone. And if people want to support us, there are opportunities to subscribe to MS Matters or make a donation



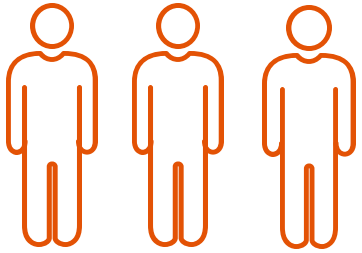
For you – It's all about

- Being inclusive
- Being flexible
- Bringing the MS community together
- Deepening our understanding of our supporters
- Testing, learning and improving the experience

Reaching more people affected by MS



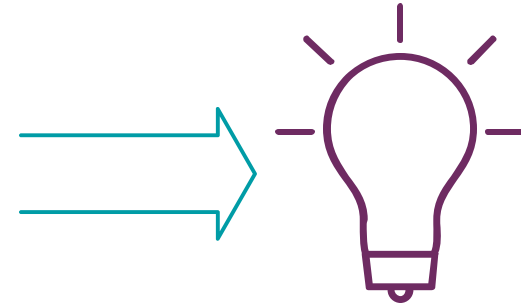
130,000 people in the UK are living with MS



1,000,000 people are affected by MS

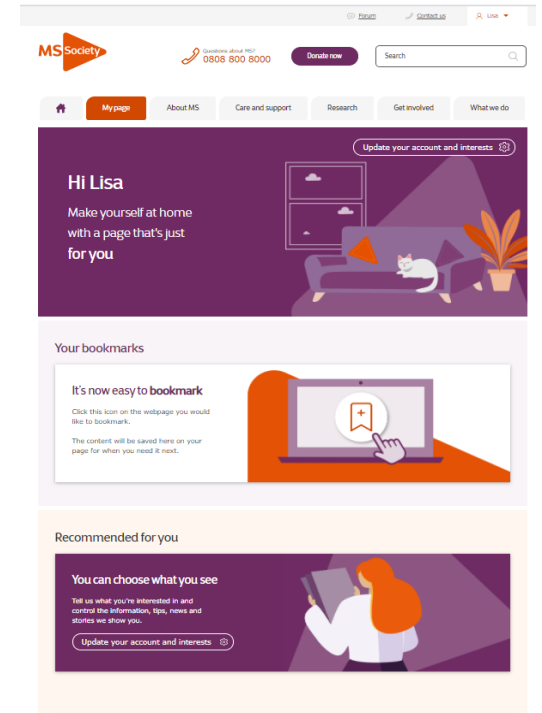
Friends
Family
Community
Carers
Work colleagues

25,000
MSS
declining
membership



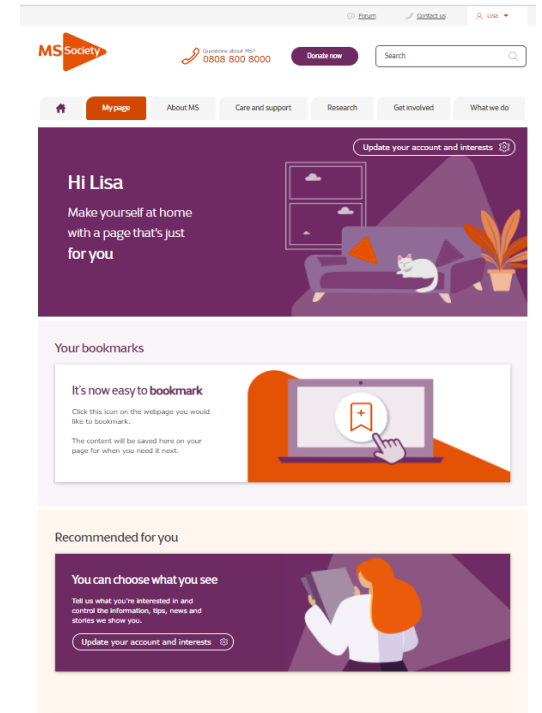
How do I talk about For you

- Free – sign-up for an account on our website
- News, stories and information – telling us about the information they are interested in
- My Page – where we'll recommend content to match their interests
- Bookmarking pages on our website and find the content that's important to them in one place when they need it
- Forum – join the conversation, find support and build relationships
- Postcode – to see events and services in their area
- MS Matters subscription.



Finding out about my local group

- Registration – create an account, ability to provide and edit postcode
- My page – Find events and services banner, ability for postcode to pull through
- Support near you page – 2 local groups and events presented when the postcode is entered
- Local group page – ability to join the Group through ‘join our mailing list’
- Change saved location on Support near you page through; button at the top of the page and a banner positioned at the bottom



For you demo

Your questions...



Q: Who's my For you contact?

A: Jaina Tochia, Marketing Manager

Email: brandcentre@msociety.org.uk

Q: Are there For you resources available?

A: FAQs and supporting documents



Thank you