**Talking confidently about For you and its benefits**

**What this document is for**

This document provides more information about **For you** and some key messages you can use when communicating with your local group.

**What is For you?**

**For you** is a way for everyone in our community to access our different services in one place.

**What does For you do?**

**For you** is a new online and offline experience for our MS community. It is replacing what we used to call membership.

You can access **For you** through a new interactive account area on our website.

Your new account will give you your own page on the website where you can save articles and information you want to come back to. And see what’s happening on the Forum and near you.

**How we got here**

We spoke with and listened to what people in our MS community wanted, and have created a new online experience that:

* is inclusive and free for everyone to use
* is flexible and can respond to people’s different experiences of living with MS
* brings people together so they can connect, find support and share knowledge

**How to talk about For you**

As a volunteer or Group Coordinator we know how important your role is when connecting with your group members. And we hope that you’re as excited about **For you**, and what this means for our community, as we are.

We know you’ll be able to tell who within your group or wider connections will benefit from **For you**. These bullet points will help you talk confidently about **For you.**

By signing up to **For you** you can:

* tell us about the information, news and stories you’re interested in
* create your own webpage where we’ll recommend content to match your interests
* bookmark pages on our website and find the content that’s important to you in one place when you need it
* join the conversation, find support and build relationships on our new forum
* save your postcode to see events and services in your area. We’ve started improving the ‘Near me’ area on our website and will develop it further. This will make it even easier for people to find information and services, and sign up to local groups.
* subscribe to our MS Matters magazine.

**Next steps**

In the last week of July, we’ll email everyone who was previously a member of the MS Society and invite them to sign up to **For you**.

We’ll need your feedback to help us understand how we can further improve **For you** over the coming months.

**Get support**

General queries

As always, our Volunteer Support Team will be on hand to answer any general queries you have. You can contact them at volunteersupport@mssociety.org.uk, or by calling 0300 500 8084 (option #3).

Technical queries

If you have any technical queries, please email brandcentre@mssociety.org.uk