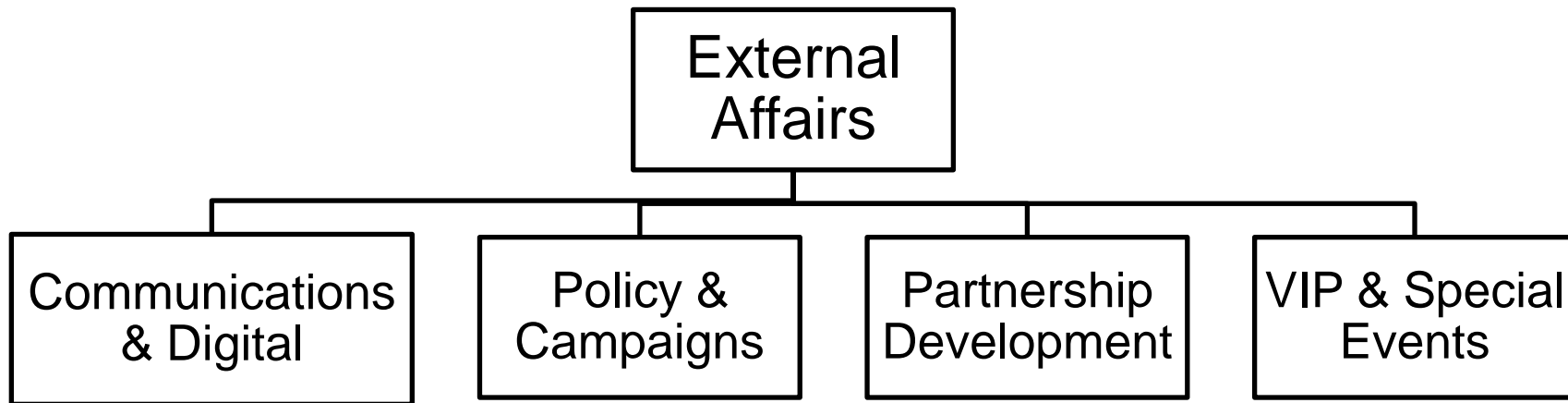


External Affairs Team

What we do...



Digital

- ✓ Websites
- ✓ Social media
- ✓ Forums
- ✓ Digital communication
- ✓ Video editing
- ✓ Graphic design (internal service)



Heart

Collaborate

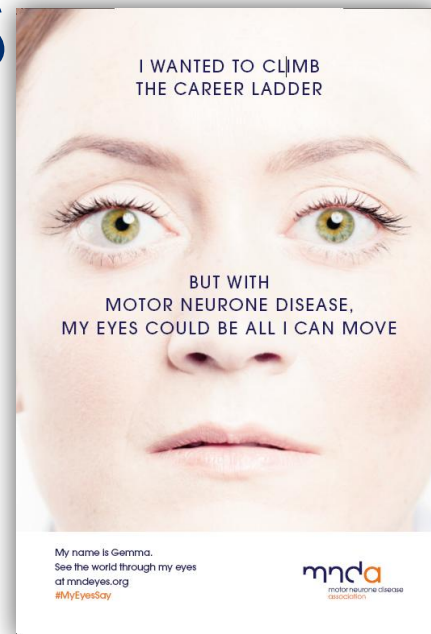
Commitment

Optimism

Respect

Communications

- ✓ Reactive media handling
- ✓ Briefing and training media spokespeople
- ✓ Sharing personal stories of MND
- ✓ Planning our awareness raising
- ✓ Internal communications



Heart

Collaborate

Commitment

Optimism

Respect

Public Affairs

- ✓ Building relationships with politicians and Government bodies
- ✓ Influencing Government policy
- ✓ Providing the Secretariat to the All-Party Parliamentary Group on MND



Heart

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Commitment

Optimism

Respect

National Campaigning

- ✓ Our voice heard by national decision makers
- ✓ Building and mobilising our campaigning army
- ✓ Developing campaigning tools and actions



Local Campaigns

- ✓ The link between local and national campaigning in England, Wales and Northern Ireland
- ✓ Supporting Campaigns Contacts to create change in their communities
- ✓ Building relationships with key decision makers and healthcare commissioners
- ✓ www.mndassociation.org/housingsurvey



Policy

- ✓ Understanding Government decisions
- ✓ Developing our positions
- ✓ Advising and informing the Association



Heart

Collaborate

Commitment

Openness

Respect

VIP and Special Events

- ✓ Building relationships
- ✓ Creating cultivation events
- ✓ Raising awareness and profile
- ✓ Developing patrons & ambassadors



Heart

Collaborate

Commitment

Respect

Optimism

Partnership Development

- ✓ Identify new partners that will enable us to support our aims
- ✓ Maintain, manage and develop existing partnerships
- ✓ Represent the Association on partnerships and deliver outcomes and outputs
- ✓ Strategise stakeholder working, mapping and ensuring consistency in approach to external partners across the Association



Projects and Publications

- ✓ ThumbPrint
- ✓ Impact and Annual Reports
- ✓ Copy writing
- ✓ Speech writing
- ✓ Brand and house style guidelines



Conference and Events

- ✓ Symposium
- ✓ Annual conference and AGM
- ✓ Regional conferences
- ✓ Staff conferences



Heart

Collaborate

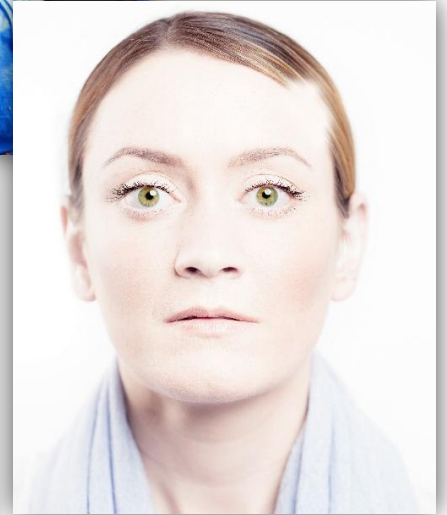
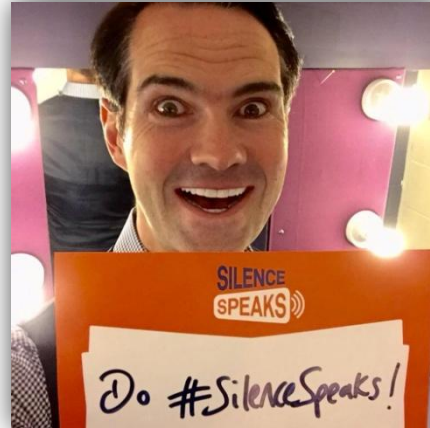
Commitment

Optimism

Respect

Together

- ✓ Raise awareness
- ✓ Communicate our key messages
- ✓ Create positive change
- ✓ Fight for a world free from MND



Thank You!

Hear

Collaborate

Commitment

Respect

Optimism