



Our role as the Northern Ireland Council is

1. Ambassadorial: Promoting the work of the MS Society in Northern Ireland
2. Fostering connections with key stakeholders: Making connections with key funders or people / organisations of influence in Northern Ireland
3. Meaningful engagement with local MS communities; Reaching further and deeper into the MS community in Northern Ireland

Through our Council Chair, we also ensure key issues and information are shared with the MS Society's Board of Trustees; inputting local information into strategic decision-making processes.

The Northern Ireland Council is led by the MS Society's 2020 – 2024 strategy and provides feedback on strategies, policies and goals based on local and national knowledge of key issues impacting people with and affected by MS. This is achieved by working in partnership with staff to localise the strategic plan and to promote the MS Society's vision, mission and strategy.

| Area of responsibility (from Terms of Reference)  | Outcomes to be achieved (What difference do we want to achieve?)  | What will we do to achieve the outcomes?  | How will we know we have been successful?   | Strategic Goal (Which strategic goal does this support?) |
|---|---|---|---|--|
| <b>Ambassadorial</b><br>Promoting the work of the MS Society in each nation by: <ul style="list-style-type: none"> <li>• Attending, speaking at and/or chairing events, which could include: Living with MS days; devolved Parliamentary events or receptions; donor events; legacy events; Neurological Alliance members meetings</li> <li>• Participating in a range of third sector &amp; nationwide events</li> </ul> | Outcome #1<br>The voice of people with MS in Northern Ireland is heard by elected representatives and decision makers, donors and others<br><br>Outcome #2<br>The role of Council member and Chair will be better understood by supporters of the MS Society including members of local groups and others | Working with the staff team we will attend<br>Pre-election briefings with political parties<br>Post-election engagement with MLAs – planned “MS town hall” at NI Assembly<br><br>Through our networking with the MS community both in and outside MS Society local groups, we will help people understand what the Council does and how it helps the organisation | Government decisions on issues important to people with MS will reflect our influence.<br><br>Through regular contact with local MS groups, understanding of the role of Council members will be improved |  |



|  |   |   |  |  |
|--|---|---|--|--|
| <ul style="list-style-type: none"> <li>Supporting staff teams to identify case studies for a range of activities</li> <li>Promoting work being delivered to achieve the strategy, in partnership with staff teams</li> </ul>   |   | <p>keep up to date with the issues faced by people with MS</p> <p>We will work with the staff team on the development and delivery of a Living with MS programme for 2022</p>   |  |  |
| <p><b>Fostering connections with key stakeholders</b></p> <p>Helping us to meet and make connections with key funders or people / organisations of influence within each nation by:</p> <ul style="list-style-type: none"> <li>Using their own networks to support fund-raising and establish connections, such as to major donors, philanthropists, corporates and/or trusts</li> <li>Being "STOP MS Champions" to proactively support the Stop MS Appeal and be involved in related activities</li> <li>Attending fund-raising events and cheque presentations, representing the MS Society and the MS community</li> <li>Work with staff teams to engage with local/national</li> </ul> | <p>Outcome #3<br/>Key MS Society fundraising events will be supported by Council members.</p> <p>Outcome #4<br/>Council members will be part of our acknowledgement and thanks to supporters and volunteers</p> | <p>We will attend key events such as the MS Walk in September<br/>We will promote fundraising opportunities through our own networks and on social media</p> <p>Council members will support the Community Fundraising team by attending cheque presentations, meeting donors, attending events to support staff and participants etc...</p> <p>Where we have connections with businesses, we will work to introduce the MS Society to them and seek their support.</p> <p>Where we have connections with people in the media/journalism, we will seek to use those to raise awareness of MS and the charity.</p> | <p>Our involvement in supporting fundraising will be evident.</p> <p>By the number of events supported</p> <p>By the number of engagements with donors and supporters</p> <p>By the number of new supporters identified by Council members</p> |  |



|   |   |   |   |  |
|---|---|---|---|--|
| influencers, establish connections with and engage key stakeholders   |   | We will share our connections and networks with the NI staff team.  |   |  |
| <b>Meaningful engagement with local MS communities</b><br>Helping us to reach further and deeper into the MS community in each nation by: <ul style="list-style-type: none"> <li>Working with staff teams to organise and deliver at least two “town hall” meetings a year, including one held online</li> <li>Participating in, leading and/or supporting staff teams with delivery of a range of other events, such as: supporter days; thank you events; and/or annual achievements events</li> <li>Promoting and encouraging attendance at our events (whether Council, volunteer or staff-led), with Local Group members, volunteers and the wider MS community as appropriate</li> <li>Raising awareness of the support and services on offer to the local community, both local (such as Local Groups, social connect activities) and national (such as the Helpline,</li> </ul> | <b>Outcome #5</b><br>The views of people with MS will be explored on issues important to them and the MS Society.<br><br>Trustees will be up to date with the key issues facing our community in Northern Ireland<br><br><b>Outcome #6</b><br>MS Society events will be better supported and our sense of community working together will be strengthened | We will have at least 2 “town hall” events in 2022<br>One of these may be online<br><br>We will explore options for Council members leading localised informal conversations with the community<br><br>We will actively support and engage with key MS Society events during the year such as the MS Walk | The outcome of “town hall” events will be evidenced<br><br>Through feedback captured and relayed to the Council / Board<br><br>By the number of people engaging with us.<br><br>By Council members visibly supporting events throughout the year. |  |



|   |  |  |  |  |
|---|--|--|--|--|
| <p>our self-management services, and our online support)</p> <ul style="list-style-type: none"> <li>Support CDOs/RDOs in the development of connections within the MS Community, including: light-touch "Social Connect" groups; co-design work and other opportunities for involvement in our work.</li> </ul> |  |  |  |  |
|   |  |  |  |  |