

Our role as the Scotland Council is

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

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 Scotland 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?)
Ambassadorial	Outcome 1: Support Fundraising	Support the Scotland Team to give	Feedback received from	
Promoting the work of the MS	activities as supporter or	fundraisers a really positive	participants at events and	
Society in each nation by:	participant. Special ask to support	experience and for them to feel	afterwards.	
<ul> <li>Attending, speaking at and/or</li> </ul>	MS Scot at EMF in May.	valued and thanked for the		
chairing events, which could		fundraising they undertake.	Number of events Council have	
include: Living with MS days;		<u>Or</u>	been able to support.	
devolved Parliamentary events		Participate in a fundraising event or		
or receptions; donor events;		organise a supporter led event.	Fundraising income raised directly	
legacy events; Neurological			by Council Members	
Alliance members meetings				
Participating in a range of third	Outcome #2: Use offline and	O of MC Contact Contland average	O have assente and a manufactured by MAC	
sector & nationwide events	online events to promote MS	8 of MS Society Scotland events are	8 key events are promoted by MS	
	Scotland, MS UK	promoted (re-tweeted or publicised	Society Scotland social media or in	
	Scotialiu, IVIS OR	by MS Society Scotland)	person	



<ul> <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>		Scotland Council Members promote events.	
Fostering connections with key	Outcome #3: At least 1 council	Ensure that at least 1 Council Member	Attendance at CPG and input from
stakeholders	member to attend at least 1 Cross-	attends a CPG meeting (circa 4 per	Council members
Helping us to meet and make	Party working group	year)	
connections with key funders or			
people / organisations of influence		All Council Members to sign up to	100% sign up to Campaigns
within each nation by:		Campaigns Community	Community
Using their own networks to			
support fund-raising and establish connections, such as	Outcome #4: Council attendance	Work with Scotland team to plan for 2 x Town Hall events )1 virtual and 1 in	#2 events delivered with Council. MS Community is more aware of
to major donors, philanthropists, corporates	at virtual and in-person Town	person.	the role of Council. Increased reach
and/or trusts	Halls. Townhalls will be driven by	person.	and participation from those not
Being "STOP MS Champions" to	each Nation.	Publicise these events via Scotland	normally reached in the MS
proactively support the Stop		Council social media to gain further	community
MS Appeal and be involved in		reach into the MS Community.	,
related activities		,	
Attending fund-raising events		To attend events/talks/cheque	# of events attended and increased
and cheque presentations,		presentations as required.	awareness of the work of MS
representing the MS Society			Society Scotland & Council
and the MS community			
Work with staff teams to		To attend and support the Supporter	To raise awareness of all the work
engage with local/national		event in May	of the MS Society in Scotland and
influencers, establish			to relaunch us following lockdown
			etc.



connections with and engage key stakeholders				
Meaningful engagement with local MS communities Helping us to reach further and deeper into the MS community in each nation by:  Working with staff teams to organise and deliver at least two "town hall" meetings a	Outcome #5: Ensure that the MS Society Scotland Wellbeing Hub is promoted by attending e.g., 2 events, Use Social Media platforms to promote events.	Promote Wellbeing Hub events via Scotland Council Social Media and personal social media.  Council to participate as "lived experience of MS" for case studies, media etc.	Wellbeing Hub is highlighed and made available to as many of the MS community as possible.  # of media coverage by MS Society Scotland featuring Council members	
<ul> <li>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</li> </ul>	Outcome #6: Be present and network at key events as requested by MS Scot. This could be all or one of the following; MS Scot Supporter event in May, Council attendance at Living Well MS Event (c. October/Stirling	To attend events/talks/cheque presentations as required – see above	# of events attended and increased awareness of the work of MS Society Scotland & Council  To raise awareness of all the work of the MS Society in Scotland and to relaunch us following lockdown etc.	
staff-led), with Local Group members, volunteers and the wider MS community as appropriate  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,				



•	our self-management services, and our online support) 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.		
	ioi involvement in our work.		