



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?)
Ambassadorial Promoting the work of the MS Society in each nation by: <ul style="list-style-type: none"> 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 Participating in a range of third sector & nationwide events 	Outcome #1 The voice of people with MS in Northern Ireland is heard by elected representatives and decision makers, donors and others Outcome #2 The role of Council member and Chair will be better understood by supporters of the MS Society including members of local groups and others	Month		Policy decisions on issues important to people with MS will reflect our influence. Through regular contact with local MS groups, understanding of the role of Council members will be improved Through participation in the events calendar listed, we will raise the	Connected communities and powerful voices Campaigning nationally and locally on key issues
		February	Neurology Now campaign – support on social media/ in person		
			Assembly All Party Group Meeting Living Well with MS Event		



<ul style="list-style-type: none"> Supporting staff teams to identify case studies for a range of activities Promoting work being delivered to achieve the strategy, in partnership with staff teams 		March	Training for PIP assessors and decision makers (Capita)	profile of the MS Society and the NI Council	
		April	MS Week – support with campaign theme		
		June	Assembly All Party Group Meeting Living Well with MS Event		
		September	QUB MS Masterclass MS Research Event		
		October	Assembly All Party Group Meeting		
		November	Living Well with MS Event		
Fostering connections with key stakeholders Helping us to meet and make connections with key funders or	Outcome #3 Key MS Society fundraising events will be supported by Council members.	[The Community & Events fundraising calendar for Northern Ireland has not yet been agreed]		Our involvement in supporting fundraising will be evident by the number of events supported.	Income generation and supporter engagement



<p>people / organisations of influence within each nation by:</p> <ul style="list-style-type: none"> Using their own networks to support fund-raising and establish connections, such as to major donors, philanthropists, corporates and/or trusts Being "STOP MS Champions" to proactively support the Stop MS Appeal and be involved in related activities Attending fund-raising events and cheque presentations, representing the MS Society and the MS community Work with staff teams to engage with local/national influencers, establish connections with and engage key stakeholders 	<p>Outcome #4</p> <p>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 2023 and a Fermanagh MS Walk in July 2023.</p> <p>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>We will look for opportunities to thank supporters and volunteers and consider nominations for impact awards throughout the year.</p>		<p>Raising money from the public</p>
<p>Meaningful engagement with local MS communities</p> <p>Helping us to reach further and deeper into the MS community in each nation by:</p>	<p>Outcome #5</p> <p>The views of people with MS will be explored on issues important to them and the MS Society.</p>	<p>We will have at least 2 "town hall" events – initially planned as June and November 2023</p> <p>We will actively support and engage with key MS Society events during the</p>	<p>Learning from "town hall" events will be captured and reflected to the Board and staff team</p> <p>We will be aware of the number of people engaging with us and will</p>	<p>Connecting Communities</p>



<ul style="list-style-type: none"> • Working with staff teams to organise and deliver at least two “town hall” meetings a year, including one held online • 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 • 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 • 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 	<p>Trustees will be up to date with the key issues facing our community in Northern Ireland</p> <p>Outcome #6 MS Society events will be better supported and our sense of community working together will be strengthened</p>	<p>year such as the MS Walk and Resource Centre open days.</p> <p>We will consider participating in new ways of raising awareness for example digital storytelling.</p> <p>We will support MS Society presence at community events including Pride 2023 and Belfast Mela</p> <p>We will support the staff team with a Christmas event in the Belfast Resource Centre and with events to mark the 70th anniversary of the MS Society.</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. We will share our connections and networks with the NI staff team.</p>	<p>assess how we might work to improve year on year.</p> <p>By Council members visibly supporting events throughout the year.</p>	
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work and other opportunities for involvement in our work.				
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