

SCOTLAND COUNCIL – 2023 PLAN

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 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	Outcome 1: Support Fundraising activities as supporter or participant. Special ask to support MS Scot at EMF in May. Outcome 2:	Support the Scotland Team to give fundraisers a really positive experience and for them to feel valued and thanked for the fundraising they undertake. <u>Or</u> Participate in a fundraising event or organise a supporter led event. 8 of MS Society Scotland events are promoted (re-	Feedback received from participants at events and afterwards. Number of events Council have been able to support. Fundraising income raised directly by Council Members 8 key events are promoted by MS Society Scotland social media or in person	

<ul style="list-style-type: none"> • Participating in a range of third sector & nationwide events • 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 	Use offline and online events to promote MS Scotland, MS UK	tweeted or publicised by MS Society Scotland) Scotland Council Members promote events.		
<p>Fostering connections with key stakeholders 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"> • 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 	<p>Outcome 3: At least 1 council member to attend at least 1 Cross-Party working group</p> <p>Outcome 4: Council attendance at virtual and in-person Town Halls. Townhalls will be driven by each Nation.</p>	<p>Ensure that at least 1 Council Member attends a CPG meeting (circa 4 per year)</p> <p>All Council Members to sign up to Campaigns Community</p> <p>Work with Scotland team to plan for 2 x Town Hall events) 1 virtual and 1 in person.</p> <p>Publicise these events via Scotland Council social media to gain further reach into the MS Community.</p> <p>To attend events/talks/cheque presentations as required.</p> <p>To attend any supporter/donor events that are run in Scotland</p>	<p>Attendance at CPG and input from Council members</p> <p>100% sign up to Campaigns Community</p> <p>#2 events delivered with Council. MS Community is more aware of the role of Council. Increased reach and participation from those not normally reached in the MS community</p> <p># of events attended and increased awareness of the work of MS Society Scotland & Council</p> <p>To raise awareness of all the work of the MS Society in Scotland and to relaunch us following lockdown etc.</p>	

local/national influencers, establish connections with and engage key stakeholders				
<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> <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, 	<p>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.</p> <p>Outcome 6: Be present and network at key events as requested by MS Scotland Director</p>	<p>Promote Wellbeing Hub events via Scotland Council Social Media and personal social media.</p> <p>Council to participate as "lived experience of MS" for case studies, media etc.</p> <p>To attend events/talks/cheque presentations as required – see above</p>	<p>Wellbeing Hub is highlighted and made available to as many of the MS community as possible.</p> <p># of media coverage by MS Society Scotland featuring Council members</p> <p># of events attended and increased awareness of the work of MS Society Scotland & Council</p> <p>To raise awareness of all the work of the MS Society in Scotland and to relaunch us following lockdown etc.</p>	

<p>social connect activities) and national (such as the Helpline, our self-management services, and our online support)</p> <ul style="list-style-type: none">• 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.				
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