This document is to be used as part of a **planning conversation** with your regional staff - Area Support Co-ordinator (ASC), Regional Fundraiser (RF) and Senior Campaigns Adviser (SCA).

The focus is on recognising what you have achieved over the last year, and what you need to do to achieve what you want next year.

It is about operating as effectively as you can in accordance with our vision, mission. values and principles.

We suggest the conversation focuses on **6 areas**, but you don’t have to tackle them all at once and you can focus on as many as you wish as we recognise that branches and groups vary in size and carry out different activities.

The 6 areas are

* Management, governance and finance
* Communication and engagement
* Fundraising
* Improving care and providing support
* Funding and promoting research
* Campaigning and raising awareness

On the next page is a description of each area, which we hope will help in your planning. We also provide a **branch plan template** below, but feel free to use your own if you wish.

Please do use **the branch and group resources** to support you and remember the support of your regional staff.

What you are aiming for – descriptions of each area

Management, governance and finance

* There is a committee in place, key honorary officer roles are filled and there are regular meetings.
* There is a Treasurer and oversight of financial transactions, and a budget is agreed and monitored.
* An Annual General Meeting takes place which is well attended and properly recorded and is run in accordance with Association guidelines.

Communication and engagement

* Regular contact with all key stakeholders, including members, takes place and there are agreed plans to work together with opportunities to engage with branch and group activity.
* The Association brand is used correctly and consistently in accordance with the branch or group agreement. Branch or group meetings take place and there is good attendance and feedback is positive.

Fundraising

* There is an income plan, and dedicated fundraising volunteers are in place with regular meetings and the Regional Fundraiser is fully involved.
* MND Association grants are well managed and responded to in a timely manner and there is a clear reference to them in the income plan.

Improving care and providing support

* There is awareness of how many people have MND in the area and what their needs are, and there is a plan to meet their needs and address any gaps in collaboration with the Area Support Coordinator and MND Care Centre.
* There are Association Visitors in place, and they are well supported and there is enough capacity to support people with MND.
* There is awareness of what additional roles are required such as Carers Champion or Care Service Navigator, and there is an active recruitment plan based on identified need.
* Support meetings take place and are promoted widely and well attended.

Funding and promoting research

* There is awareness of what MND research is taking place and it is widely shared, and members are encouraged to engage with it.
* The branch or group are aware of how they can contribute to the funding of research.

Campaigning and raising awareness

* The branch or group has a campaigns contact, and actively supports local and national campaigns and works with the local media.
* There is regular promotion of campaigns via meetings, newsletters, website and social media.
* There is contact with local decision makers and plans on how to build/maintain relationships and influence them.
* There is a social media presence on several platforms, with regular posts.

Branch and Group Plan

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| --- |
| Branch or group: |
| Date:  |
| Completed by: |
| ASC/RF/SCA: |

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | What needs to happen | Who needs to do it | By when |
|  |  |  |  |
| Notes, including any support required  |

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | What needs to happen | Who needs to do it | By when |
|  |  |  |  |
| Notes, including any support required |

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| Activity | What needs to happen | Who needs to do it | By when |
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| Notes, including any support required |