

Branch and group planning introduction

Why have a plan?

Having a plan is an essential tool to help your branch or group to achieve your goals.

"People don't plan to fail. Instead they fail to plan."

There are lots of good reasons to work out the details of what you want to do and to organise them as actions in a plan. For example:

- To understand what is and isn't possible for your branch or group to do
- To keep everything organised and everyone focused on what is to be done
- To show members of your MND community that your branch or group is well ordered and dedicated to getting things done
- To increase the chances that people will do what needs to be done
- To make sure you don't overlook any important details
- To save you time, energy, and resources in the long run
- To help our Association deliver our strategy and mission

Our Mission

We improve care and support for people with MND, their families and carers.

We fund and promote research that leads to new understanding and treatments and brings us closer to a cure for MND.

We campaign and raise awareness so the needs of people with MND and everyone who cares for them are recognised and addressed by wider society.

What is our overall aim?

Branches and groups support the mission and strategy of the MND Association by understanding the needs of their MND community – that is people with and affected by MND in your local area. Activities to meet those needs are then organised in a plan covering:

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

Our Values

People with MND, their families and carers are at the heart of everything we do.

We collaborate, and value everyone's contribution.

We achieve excellence through personal commitment and ongoing improvement.

We respect and respond to people's diverse needs, backgrounds and views.

We achieve our aims through building open and transparent relationships.

How do we work?

Everything we do should be guided by the values of the MND Association. There are also some important volunteering principles that should strengthen and inform our plans. They guide how we communicate, how staff and volunteers collaborate and how volunteers are supported. These principles are that we:

- Value volunteers' contributions
- Are supportive
- Enable collaboration and sharing
- Use volunteer friendly communication
- Enable autonomy in decision-making within boundaries
- Make good use of volunteer skills
- Provide opportunities to learn and develop
- Recognise differing motivations for volunteering
- Value diversity
- Are flexible about time commitments

Who will help you to plan?

Your Area Support Co-ordinator (ASC), Regional Fundraiser (RF) and a Senior Campaigns Adviser (SCA) will help you develop your plan. [Find your staff contacts here](#). Their role is to:

- Advise, support, enable, encourage and empower you
- Help engagement with people with/affected by MND, fundraisers, supporters and other important stakeholders
- Help you recruit volunteers to develop and deliver your plan
- Provide a helpful connection to the wider Association and other resources
- Share the experiences of other branches and groups

Getting started!

Good planning starts with understanding this process:



There are a few tools which can help you get started. You don't need to use them all, just choose the ones which you think will help you the most.

Putting your plan together

Your plan does not need to be long and complicated. It just needs to set out what your branch or group is going to do in clear and simple terms:

- **What** needs to happen?
- **Who** needs to do it?
- **By when?**
- **Anything else?** Additional things to know such as what resources are needed or who needs to know what you're planning to do?

There is a template for you to use for your plan.