



**TOGETHER UNDER
THE UMBRELLA**
J

an initiative of



**CAMPAIGN
TOOLKIT**



WHAT IS TOGETHER UNDER THE UMBRELLA?

The members of the European Federation of Neurological Associations [EFNA] have asked us to help raise awareness of the prevalence of neurological disorders. This will be achieved by 'branding the brain' - grouping brain disorders under a common symbol, creating a unified and identifiable brand.

In 2016 we will launch the **Together Under the Umbrella** campaign. It is our hope that this will lead to an increase in public, political and scientific support for all such disorders, resulting in reduced stigma.

The campaign begins by asking the patient community, general public, and high profile figures to take a picture of themselves **under an umbrella** using the hashtag **#UnderTheUmbrella**, along with a link to the campaign's online hub. The online hub will display key messages, interesting facts/statistics, campaign details, etc. alongside a list of supporting patient organisations and further information on the disease areas they represent.

WHAT ARE THE AIMS OF THE CAMPAIGN?

The aims of this campaign are

- To educate society on the **wide range** of neurological and other **brain/brain-related disorders**
- To **raise awareness** of the **impact** and **prevalence** of these disorders
- To **brand the brain** by grouping these disorders under a common symbol to create a unified and identifiable 'brand'

During the campaign EFNA will advance the wider Call to Action of our partners at the European Brain Council in calling for:

- the European Commission to come forward with a European strategy to tackle brain disorders in a collaborative, integrated and comprehensive manner, as well as to further support European Union Member States and associated countries in their efforts to combat the impact of brain disorders.
- European Union member states and associated countries to implement public health programmes addressing brain health in a systematic way, making the best possible use of available resources in order to stimulate more and better co-ordinated brain research, and to foster strategies for prevention, early detection, diagnosis and adequate treatment.

TABLE OF CONTENTS:

1. Dates for Your Diary	4
2. Engaging with the Campaign online	5
A. The Social Media Strategy	5
B. The Online Hub	6
C. Twitter use Strategy	8
Sample Tweets	8
Engaging with Thunderclap	9
D. Facebook use Strategy	9
3. Engaging with the Campaign offline	10
A. Sample Press Release	10
B. Promotional Events and Fundraising Ideas	11
4. Resources (for localisation)	12
I. Brand guidelines	
II. Logopack	
III. Fonts	
IV. Poster (+ Editable)	
V. A5 flyer (+ Editable)	
VI. Imagery	
VII. Campaign Infographic (+ Editable)	
VIII. Social Media Toolkit (courtesy of Novartis)	
IX. Guide to using Twitter	



1. DATES FOR YOUR DIARY

Below are some key dates for your diary when you can get involved and help the campaign.

January

[SIGN UP AS A SUPPORTING ORGANISATION HERE](#)

- Once you sign up as a supporting organisation we will display your logo and organisation name with a link to your website where information about your organisation and disease area can be found.
- Identify a celebrity or well-known national personality to be a campaign ambassador and ask them to participate in our promotional activity in advance of the launch – See Page 7 to learn more about this planned activity and to download a letter of invitation.

February

- Sign-up to the Thunderclap Tweet and encourage your members and partners to do so too (see page 9).
- Inform your members and partners of the upcoming campaign and give them the information they need to get involved at launch (March 15).
- Plan a campaign event or include reference to the campaign in your pre-planned activities and let us know so that we can promote it on the campaign calendar (see page 11 for ideas). [Click here to submit your event to our calendar.](#)
- Translate the resources, if necessary.

March (Launch) and Beyond

- Send the draft press release or include reference to the campaign in your own media releases, events and advocacy activities.
- Encourage the general public to get involved in posting pictures and information on your social media channels (see page 5).
- Ongoingly post, monitor and redistribute the social media activity.
- Keep in touch – EFNA is happy to support your activities in any way we can so let us know if you need help or advice. Contact communications@efna.net.

2. ENGAGING WITH THE CAMPAIGN ONLINE

A. The Social Media Strategy

In the campaign we will ask the patient community (followed by general public, including high profile figures) to take a picture of themselves under an umbrella with friends/family or colleagues using the **#UnderTheUmbrella** hashtag. They are invited to promote the campaign alongside their own areas of interest and National Associations with messages such as:

“We’re getting together **#UnderTheUmbrella** for brain disorders **#migraine #MS @MigraineIreland @MSSocietyUK**”



The hashtag is the same for all platforms:
#UnderTheUmbrella

We would encourage you and your national colleagues to have a version of the tag in your own language but please always include the tag above on any post and ensure your followers do the same.

Promotional messages may use an attention grabbing fact like **1 in 3 Europeans fit under the umbrella – do you?** along with a link to the campaign’s online hub where key messages, interesting facts/statistics, campaign details, etc. will be displayed – alongside a list of supporting neurology patient organisations and further information on the disease areas they represent. Additional links to these individual organisations will also be provided here.

B. The online hub - www.undertheumbrella.eu

The campaign website features general information, social media feeds and downloadable resources (brand guidelines, fonts, logos and photographs), as well as editable templates for localisation (poster, press release) and ideas on ways to get involved (fund-raising and awareness raising ideas).

The website will feature selected posts from the general public and campaign ambassadors, reposted by the EFNA Communications Coordinator from other Social Media platforms.

ARE YOU OR PEOPLE YOU CARE ABOUT AFFECTED BY A BRAIN DISORDER?
THEN SHOW YOUR SUPPORT BY GETTING TOGETHER #UNDERTHEUMBRELLA

grab an umbrella & gather your group **grab your phone or camera** **take a photo or video of your group under the umbrella** **share your story & image with the hashtag #UnderTheUmbrella**

WWW.UNDERTHEUMBRELLA.EU [@UNDERUMBRELLAEU](https://twitter.com/UNDERUMBRELLAEU)

The above infographic has been designed as a visual representation of the campaign's Call to Action. Sharing the infographic with your members and the wider public through social and traditional media will be a great way of spreading understanding of how people can get involved with the campaign.

[DOWNLOAD THE INFOGRAPHIC FROM OUR RESOURCES](#)

WHO'S UNDER THE UMBRELLA?

Build interest with this Pre-launch Campaign idea

In the run up to the campaign launch lets raise some curiosity. If you have a local or national celebrity who is happy to participate in the campaign ask them to take a photo of themselves hidden by their umbrella. Post this photo to social media asking people to guess who is [#UnderTheUmbrella?](#)

When the campaign is launched post an updated photo of the celebrity revealing their face, explain the campaign, state why this person is supporting the initiative and ask others to do so too. Don't forget to congratulate anyone who was correct!



C. Twitter use strategy

Start by following the [@UnderUmbrellaEU](#) Twitter account and search for [#UnderTheUmbrella](#) to view campaign activity so far.

We have some sample tweets below to get you started but if you need more help please refer to the Twitter Use Guide and Social Media Toolkit available in the Resources section.

Tweet ideas - please copy, paste, edit and use!

General – to raise campaign curiosity

1 in 3 Europeans fit #UnderTheUmbrella – do you? Find out more at bit.ly/1GAXQdg

Between organisations

@LetsDolt4ME @eumsplatform @MSAtrust – We're getting Together #UnderTheUmbrella to raise awareness of brain disorders – are you? bit.ly/1GAXQdg

Public tweet

I'm #UnderTheUmbrella with @MyFriendsName - raising awareness of our brain disorders #migraine #MS

THE POWER OF CELEBRITY

Having a celebrity or healthcare blogger tweet your campaign will really help it go viral. If you have connections with social media power users across any channels leverage them to help spread the campaign.

[#UnderTheUmbrella](#)

Engaging with Thunderclap

Social media can be a powerful instrument if people engage with you, mention you and spread your message. It becomes even more powerful when many people do this at the same time. This is where Thunderclap comes in: Instead of having your campaign mentioned now and then on Facebook or Twitter the Thunderclap app collects authorised posts and tweets and publishes them at the very same moment. It is an effective way to get your message out to as many people as possible, breaking through the “noise” of general news and potentially becoming a ‘trending’ (most discussed) item on social media.

Please follow the link below and agree to support the Together Under the Umbrella Thunderclap campaign on whichever social media networks you use. This means you will authorise Thunderclap to share our pre-composed message on your behalf on March 15th. Support and share the Thunderclap and help give the campaign the best possible chance of success!

D. Facebook use strategy

The campaign Facebook page is available at:

<https://www.facebook.com/Under-the-Umbrella-410116779191907>

Facebook will function as a campaign hub where organisations can share details of upcoming events, share images and stories. The page will be administrated by EFNA who will be able to approve posts, respond to comments and share updates.

The public are also invited to post their photos and brief messages of support for the campaign, tagged with the **#UnderTheUmbrella** hashtag.

We would ask that member organisations add posts to their own Facebook pages as well as sharing them with the campaign page, for maximum exposure.

Don't forget to like and share the campaign page!

3. ENGAGING WITH THE CAMPAIGN OFFLINE

Online activity will need to be supplemented by offline events/initiatives to give the campaign momentum. Some flagship events will be organised by EFNA but much will depend on the engagement of patient organisations at the national level.

A. Sample Press Release

We have put together a sample press release we can be adapted for your organisation's needs and shared with local media at the time of campaign launch or when organising a campaign-related event.

[CLICK HERE FOR SAMPLE PRESS RELEASE](#)



B. Promotional events and fundraising ideas

Be a good sport

Does your organisation run an annual golf classic or is it something you might consider planning with some partner groups? If so, why not ask the players to put the campaign golf umbrella in their bag? Or could you approach some well-known golfers in your country and ask them to support the campaign by taking our golf umbrella on tour! You may think of other supporting events where the umbrella is a key piece of equipment or used by the spectators – Ladies Day at the races?

It's raining money

In some countries donation boxes are placed near supermarket checkouts to collect spare change. How about turning that concept upside-down – literally! You could ask the local supermarket (or chain of supermarkets), canteen at a workplace, restaurant, etc. to hang a campaign golf umbrella upside down near the exit, then invite customers to throw their spare change inside as they leave. You could also do this at information evenings and other events. Just dangle your organisation's logo from the handle!

Umbrella Advocacy

To raise awareness why not reach out to politicians? Politicians are familiar with public speaking and love publicity. In many countries it is surprisingly easy to organise an information day/event at your national or federal parliament. Once again you can involve a range of neurology patient groups – and combine this with a photo opportunity where national policy-makers would be photographed 'together under the umbrella'. Our [EU Policy person](#) is happy to talk to you and send guidelines to help. Photos could then be sent to the traditional media. Similarly, this approach could be taken with well-known public figures/celebrities – taking the message offline!

READ MORE IDEAS AT UNDERTHEUMBRELLA.EU

4. RESOURCES (FOR LOCALISATION)

The following resources can be downloaded and adapted to your needs. Please follow the Together Under the Umbrella Brand Guidelines when adapting or creating material.

RESOURCES

I.

BRAND GUIDELINES

II.

LOGOPACK

III.

FONTS

IV.

POSTER (+ EDITABLE FILE)

V.

A5 FLYER (+ EDITABLE FILE)

VI.

IMAGERY

VII.

CAMPAIGN INFOGRAPHIC (+ EDITABLE FILE)

VIII.

SOCIAL MEDIA TOOLKIT (COURTESY OF NOVARTIS)

IX.

GUIDE TO USING TWITTER

CAMPAIGN CHECKLIST

Now you've read the Toolkit we hope you're ready to get **Together Under the Umbrella** with us and make this campaign a great success over the coming months!

Here's a summary of the next steps you should take:



Sign up as a supporting organisation



Plan an event and submit it to the Campaign calendar



Sign up to the Thunderclap



Translate (if appropriate) and disseminate the promotional literature



Identify well-known person for pre-launch activity and tweet their 'Who's under the umbrella?' photo