



Engaging our Members

A changed landscape

- Gluten free is everywhere
- Eating gluten free is much easier but still more work to be done
- Coeliac disease slower to get on people's radar – diagnosis still low
- People's behaviour towards charities changing



Deliciously
Ella



This was having an adverse effect on Membership retention and propensity for support



General public perceptions

- 64% heard of coeliac disease
- 65% knew what gluten was
- 36% had heard of a GF diet
- 88% not on a GF diet
- Of the 3% on a GF diet, due to intolerance to gluten or IBS (32% and 29% respectively)
- 35% sometimes eat gluten substitutes
- No perceptions of CUK



We did our own research

Who we talked to:

- Newly diagnosed Members
- Members from 1-3 years
- Members 5+ years
- Non diagnosed GF dieters

What we asked:

- What they think of Coeliac UK
- What drives their behaviour
- What they need from us
- What could we do better
- Where else are they looking



What motivates them

It's all about food

People with coeliac disease want to be able to live a normal life

People with coeliac disease need information but not necessarily ongoing support

Nobody with coeliac disease wants others to suffer like they did



What they think of Coeliac UK

- Low brand awareness
- Link between GF and coeliac disease is low – barrier to awareness and support
- A portion of Members join CUK get what they need and then leave – google largely meets their needs
- Our GF and XG logos not linked to us

“(Knowing CUK were behind) that (logo campaign) might give me that nudge to go back and join them again.” (Lapsed member group)

What they think and do

- *Is joining Coeliac UK going to make my life better?*
They're thinking more about their own situation than an ongoing relationship with us at this stage
- Once they have all the information they need, they feel able to manage on their own, with only occasional support from the Internet, family or friends – *this is happening sooner than we realised*
- Over time it becomes more about removing barriers to normal life, ie. eating out – *they want to feel inspired*

What they want from us

- Food is key – they want more recipes, ideas, tips, eating out recommendations
- Online services such as the e-FDD need to be as quick and easy to access as what else is available online
- People want smaller chunks of information, more often
- People want more on research and campaigning



What they're getting elsewhere

A plethora of food magazines, websites, recipes, cookery programmes and online forums are available, often free, often at the touch of a button.

These are designed to be aspirational, inviting and a pleasure to engage with.

However, there is no single entity that provides the breadth of information and service we do in regards to information and support for coeliac disease and the gluten free diet



HealthUnlocked



LIVEGLUTENFREE



•The Coeliac Plate•



Changing charity landscape

Younger supporters want positive, sociable and fun charitable brands

Desirable brands create an 'experience' that influences head, heart and hand

Giving will become more impulsive and social than private – instant rewards and feel connected to the experience

Brand owners increasingly 'frame' what they offer in a cultural context for greater relevance and cut-through



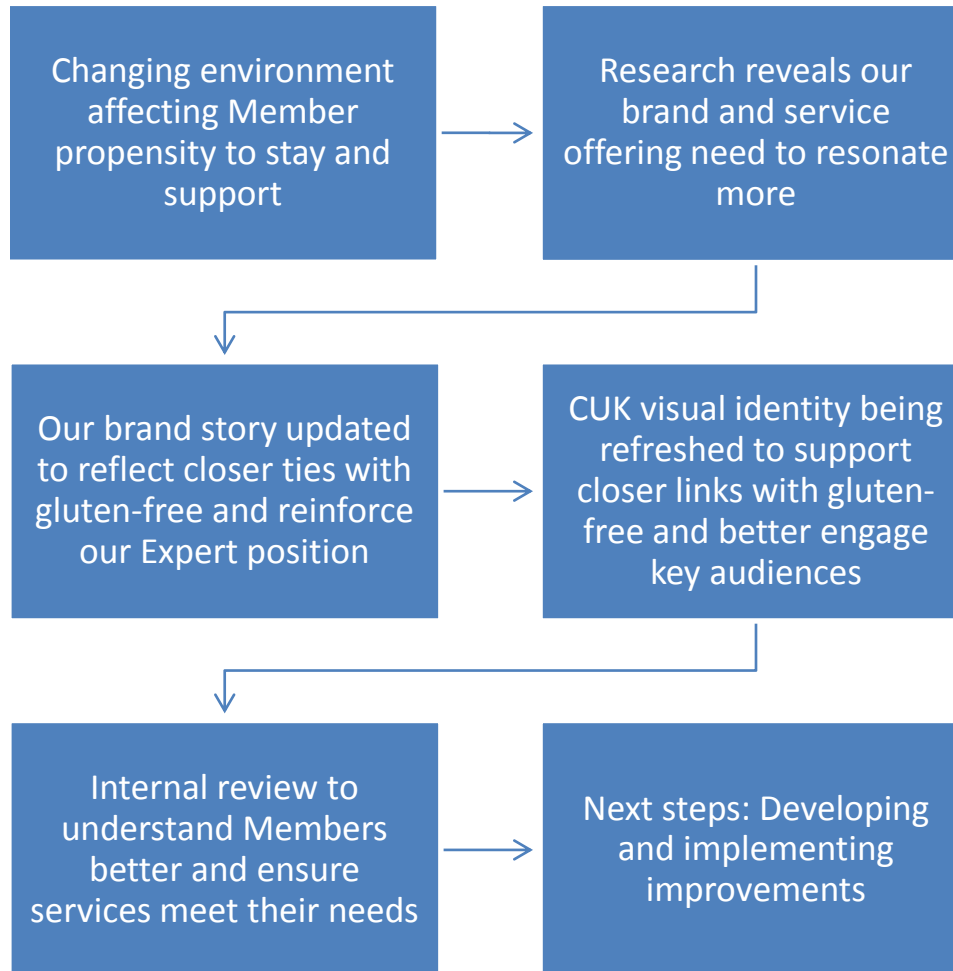
**THE GREAT
COMIC
RELIEF
BAKE OFF**





Engaging our Members better

Our journey so far...



A better profile of our Members



Help Seeker



Self Manager



Help Giver



Non diagnosed
GF dieter

To engage them we need...

A stronger brand identity, particularly to reach new audiences

Greater reach – be where they are, which for many new audiences, is online

To give them the information they want, not what we think they need

To improve the high interest services we know they like

For them to feel more connected to the cause by more personal communications that show why our work matters

How people react to brands

Originally, branding was used to identify one product from another but now a brand must be much more...it must have personality.

People need to be able to relate to brands:

- On a visual level – their name and physical appearance need to be appealing
- On an emotional level – what they stand for, their words and their actions need to trigger a positive response to engender like or respect, or even love
- On an experience level – they need to be ‘someone’ you want to hang out with a lot or maybe just now and then – SM, events, activities etc

This is especially important for our younger audiences who want to feel connected to brands on an ‘experiential’ and emotional level



= Hope

**WE ARE
MACMILLAN.
CANCER SUPPORT**

= Support

Google

= Search



= Whopper

Strong brands
are known for
doing one thing
well.

With so much
else competing
for attention,
people need to
easily 'get'
what the brand
offers

A stronger, personable brand

Our current visual identity isn't memorable and doesn't resonate with our audiences

We need a stronger image to help build awareness and promote our purpose better – it needs to engage people emotionally in a positive way and we need to put people front and centre of our 'story'

We need to a more modern look to imbue more trust in our expertise and a more aspirational strapline that explains our purpose better

Our vision and mission revisited



A trustworthy source for the information you need

For nearly 50 years we've made it our job to know everything there is to know about living without gluten. Today we're here to make sure you know everything you need to.

We're here to make sure you get clear, trustworthy information. Whether that's evidence-based advice on living gluten-free; independent, impartial reviews of where to eat on the high street; or gluten-free recipes recommended by people just like you.

Needing to live gluten-free can have a significant impact on your life. That's why we also carry out research to understand how and why gluten affects our bodies in the way it does, and what can be done to help – including the search for a cure for coeliac disease.

Every day the right information, advice and research is helping to reduce the impact of living without gluten. Until one day, no one's life will be limited by gluten.

The shift in our story

Vision	To see a world full of choice for people with coeliac disease and DH, and eventually a world free of the condition	No life limited by gluten
Mission	We will achieve this by: <ul style="list-style-type: none"> - Providing independent and expert information and support - Campaigning for better access to diagnosis and care, and better access to food in and out of the home - Researching the nature of the disease and potential cures - Developing as a charity which works productively and effectively 	We will improve the lives of people living without gluten, by: <ul style="list-style-type: none"> - Providing the evidence-based, independent, expert information and support people need - Being an expert voice for the gluten-free community - Being a strong advocate for better diagnosis of coeliac disease, better care, and better access to gluten-free food in and out of the home - Investing in research into the nature and effects of gluten – and one day overcoming coeliac disease
Values	We will be: <ul style="list-style-type: none"> - Caring and supportive - Professional and expert - Independent and honest - Ethical and responsible - Dynamic and innovative 	We are: <p>Informed: our work is backed by evidence, so we can be a trusted voice, advocate and partner for our community</p> <p>Independent: everything we say and do is based on achieving the best outcome for our community, and that only. We never let relationships with business, government or others get in the way</p> <p>Illuminating: we have a huge amount of expert knowledge available to us – but we make it clear and simple, and prioritise what people need, when they need it most. That’s how we change lives.</p>

Offering a better service...

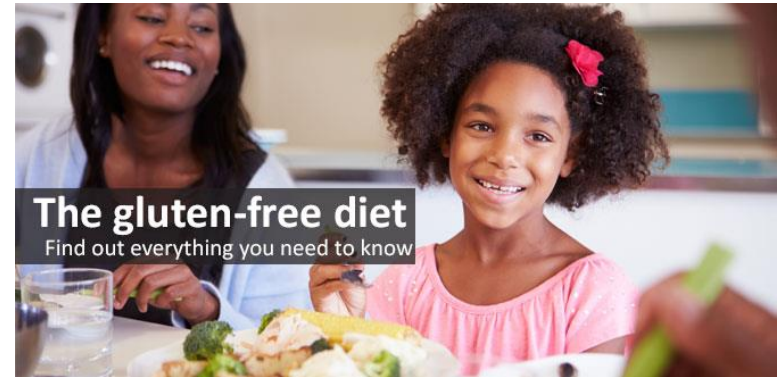
A more personal, more tailored experience

Making it easier for people to find us online - content

Improving our website – make it more inviting and easier to find what you need

Revamping high interest services - our recipe service and venue guide

Telling our ‘support’ story in a more meaningful way and bringing our research and campaigning activities more front and centre





Member engagement at a local level

Are you seeing the same issues?

Our research shows some new Members want support of some kind at a local level

Do you think you are able to give new Members what they want?

How much do new Members understand or believe in what we're trying to achieve – are they looking for an experience they're not getting?

Is the brand looking 'dated' for new, younger Members?

Great local group examples

Blackpool and Fylde:

- grew to include Preston - postcode remit grew but not much else
- Activity moved online and grew a Facebook community of 250
- Soon they wanted to do more offline and the Preston Local Group was born as the old group closed – 200 attended the launch

Bristol:

- struggled to maintain a Local Group until a Member started to engage and recruit online
- grew to 150 Facebook Members
- 80 people attended the launch of the new local group - a far cry from the 25 attendees in 2010

What we can all learn

- It's about creating a community of shared interest
- How this comes about might vary but it pays to try different approaches as these examples show
- Flexibility and adaptability is key
- And to ask people what they want rather than giving them what we think they need

Thank you for your time

Questions, comments?