



# 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

In 2015, 64% had heard of coeliac disease → 69% in 2016

But only 26% confident in explaining it to someone else

In 2015 65% know what gluten is → 66% in 2016

3% on a GF diet due to intolerance to gluten or IBS (32% and 29% respectively)



# 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) 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?*

At this stage they're more concerned about their own situation than an ongoing relationship with us

- *I can manage on my own*

Armed with our information, they feel able to manage with occasional support from the Internet, family or friends (this is happening sooner than we realised)

- *I want to feel inspired*

Over time it becomes more about removing barriers to normal life, i.e. eating out

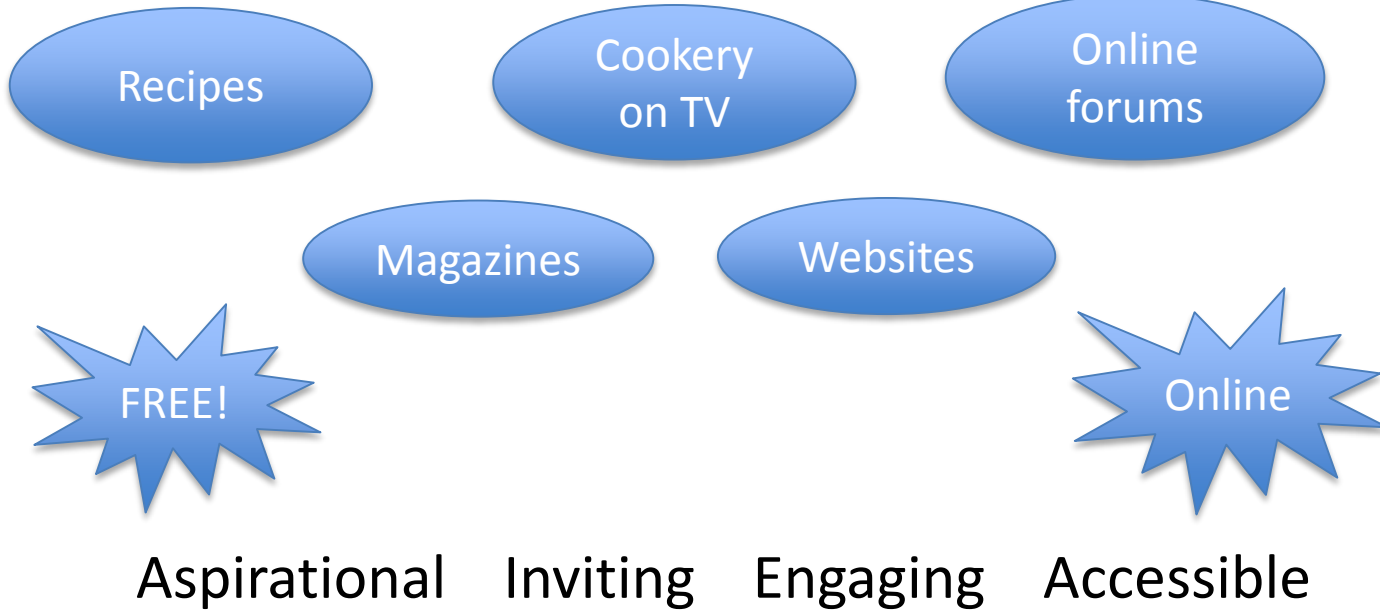
## What they want from us

- **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



**HealthUnlocked**



## Coeliac UK

No-one else provides the breadth and depth of service that we do around information and support for coeliac disease and the gluten free diet.

# 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 connection

Offers framed in a **cultural context** for greater relevance and cut-through



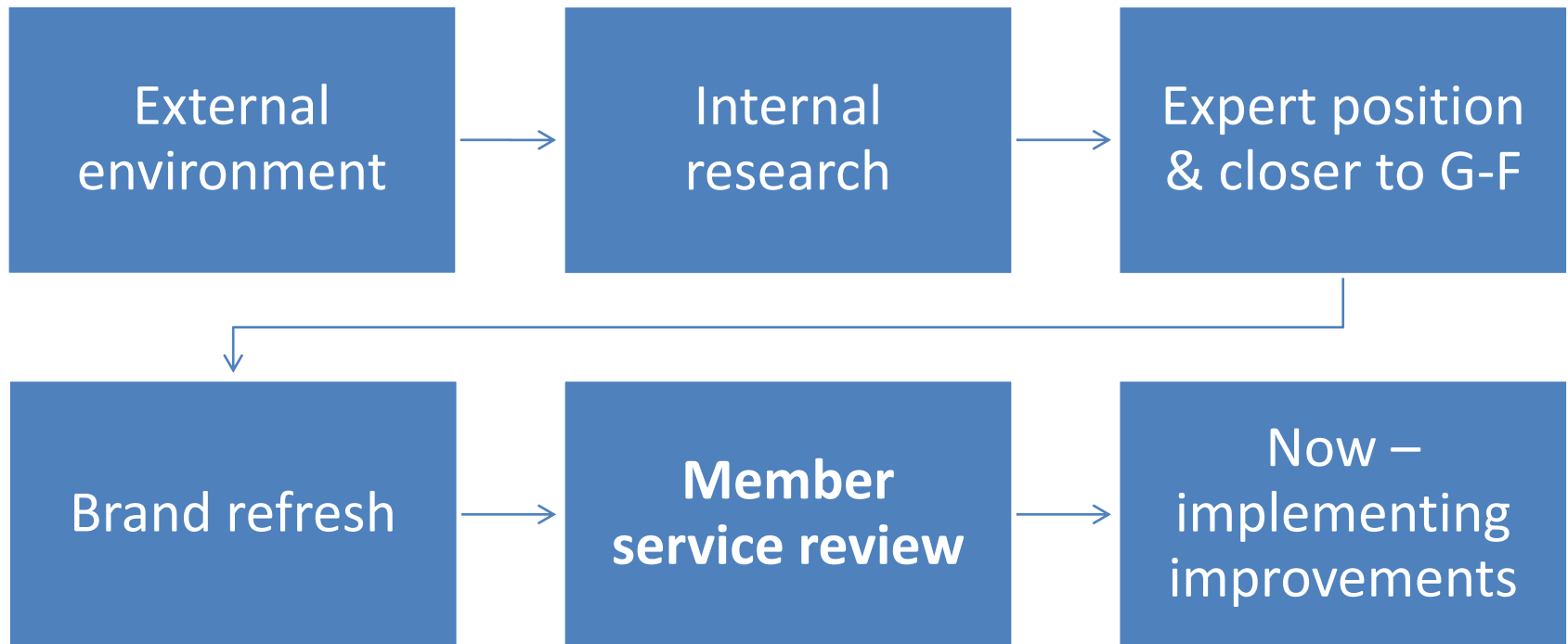
**THE GREAT  
COMIC  
RELIEF  
BAKE OFF**





# 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

*In current society brands must have a personality -*

- On a visual level
- On an emotional level
- On an experience level

*Especially important for our younger audiences who want those social and 'experiential' opportunities*



= Hope



= Support



= Search



= Whopper



= Expertise

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, more engaging brand

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

We need a **stronger more positive image** to help build awareness and engagement

We need to put **people front and centre** of our story

We need to be **modern and aspirational**, and explain our purpose better





# Our unique proposition







# COELIAC DISEASE SHOULD COME WITH A PRESCRIPTION. NOT A PRICE TAG.

For over 50 years we've been campaigning for better diagnosis of coeliac disease. But we're alarmed that in some parts of the UK, a diagnosis doesn't come with a prescription for gluten-free essentials such as bread - leaving coeliac sufferers paying hundreds of pounds a year extra.

Join our campaign to put it right at [coeliac.org.uk](http://coeliac.org.uk)



## THE ACTUAL FACTS ABOUT A GLUTEN FREE DIET



## THE ACTUAL FACTS ABOUT A GLUTEN FREE DIET



## ADVICE FOR LIFE WITH COELIAC DISEASE



### COMMON SYMPTOMS OF COELIAC DISEASE AND HOW TO GET HELP



#### What is coeliac disease?

Coeliac disease (pronounced 'see-fice') is a disease where your immune system reacts to some of the proteins found in wheat, barley and rye. This reaction causes damage to the small intestine, which is where nutrients are absorbed. This can lead to a range of symptoms, including:

#### What happens in coeliac disease?

It's called coeliac disease because it was first described in 1888 by a doctor in Vienna. At the time, it was thought to be a form of madness. It's now known to be an autoimmune disease, where the immune system attacks the body's own tissues. This is why it's important to get a proper diagnosis, as the symptoms can be similar to other conditions. If you think you might have coeliac disease, see your GP for a referral to a dietitian or gastroenterologist. They can arrange a blood test and a biopsy of the small intestine to confirm the diagnosis. Once diagnosed, you'll need to follow a strict gluten-free diet for the rest of your life. This means avoiding all products made from wheat, barley and rye, including bread, pasta, beer and many processed foods. It's important to read labels carefully and choose certified gluten-free products. There are many resources available to help you manage your diet, including the Coeliac UK website and support groups. With the right support, you can live a healthy and happy life with coeliac disease.

#### STEPS TO DIAGNOSIS

ONE: Coeliac disease (pronounced 'see-fice') is a disease where your immune system reacts to some of the proteins found in wheat, barley and rye. This reaction causes damage to the small intestine, which is where nutrients are absorbed. This can lead to a range of symptoms, including:

TWO: Coeliac disease (pronounced 'see-fice') is a disease where your immune system reacts to some of the proteins found in wheat, barley and rye. This reaction causes damage to the small intestine, which is where nutrients are absorbed. This can lead to a range of symptoms, including:

THREE: Coeliac disease (pronounced 'see-fice') is a disease where your immune system reacts to some of the proteins found in wheat, barley and rye. This reaction causes damage to the small intestine, which is where nutrients are absorbed. This can lead to a range of symptoms, including:



People with coeliac disease can have a range of symptoms, frequent bouts of diarrhoea or loose stools, nausea, feeling sick and vomiting, stomach pain and cramping, loss of gas and bloating, feeling tired all the time and ongoing fatigue, weakness, weight loss, regular mouth ulcers, sore/tender or hard stools, skin rash (dermatitis herpetiformis), the skin manifestation of coeliac disease. See [www.coeliac.org.uk/gpquestions](http://www.coeliac.org.uk/gpquestions)



# Offering a better service...

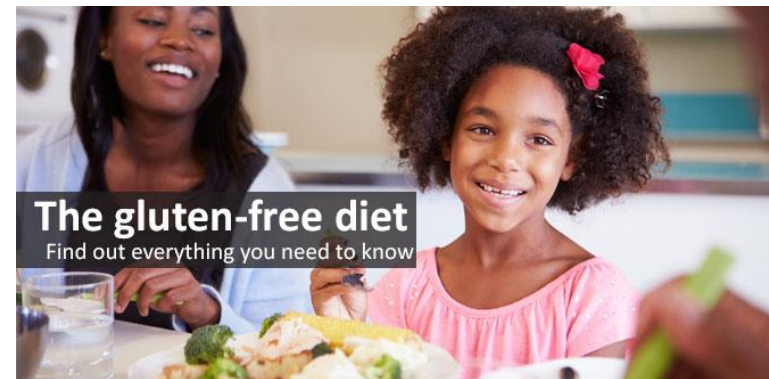
A more personal, more tailored experience

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

# What we have learnt

- Create a community of shared interest
- Try different approaches
- Flexibility and adaptability is key
- And to ask people what they want rather than giving them what we think they need

# 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 reborn 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