

maggie's

Background to Maggie's

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Maggie's Cancer Caring Centres



24 June 2010

**“Above all what matters is not to lose
the joy of living in the fear of dying”**

Maggies Keswick Jencks, Founder, Maggie’s Centres

24 June 2010

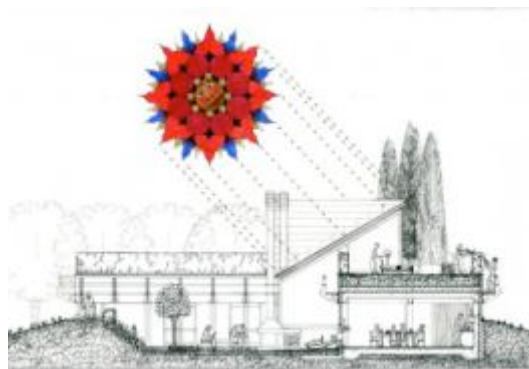
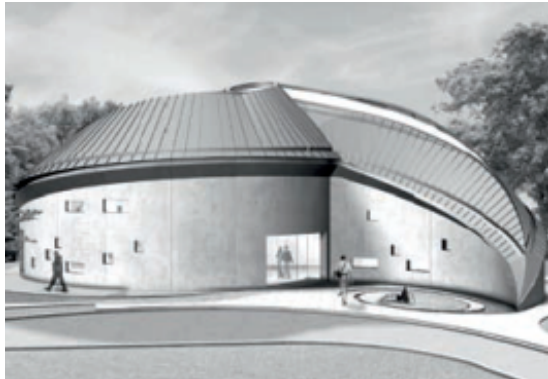
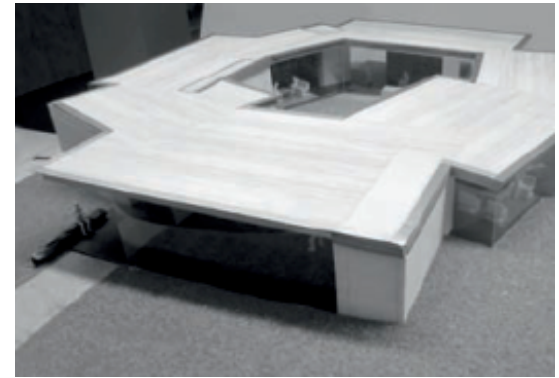
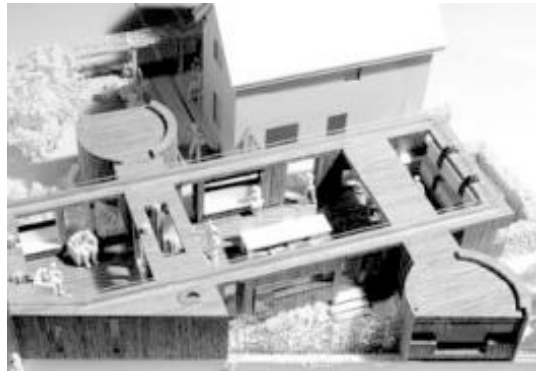
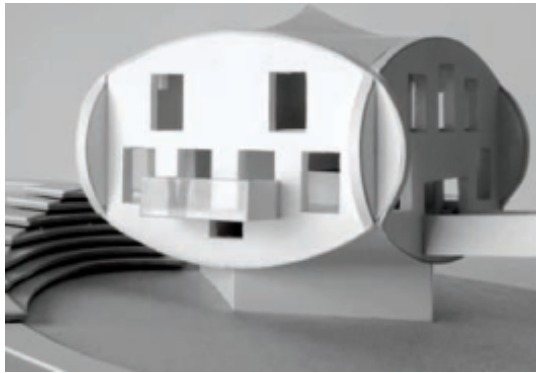


- Emotional, psychological and practical support to anyone affected by cancer.

24 June 2010



24 June 2010



24 June 2010

The Online Centre.

24 June 2010

Vexed and Maggie's

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The challenge

- Communications
- Programme; to support people affected by cancer
- Fundraising

You are not logged in. [Log In](#)

Welcome to the Maggie's Online Centre



A place for everyone affected by cancer - where you can take an active role, talk to someone in the same boat, get professional support or simply take stock.

Feel like joining in?

[→ Register now](#)

Or, read more about Maggie's Online Centre →

Latest Blogs Entries



Open garden for Maggie's Cotswolds

by Lisa  in Maggie's Cotswold...
I have helped out at 2 open gardens for the Cotswolds in June and am

Current Conversations



"its good to talk"

In Maggie's Edinburgh. 48 Comments
I just wanted to update you on my arms problem seemingly its called ...

Already a member? Log in here

Username:

Password:

Not yet a member? [Register here](#)
Forgotten your password? [Click here](#)

[LOG IN](#)

Maggie's Online Centre

- 1,400 signed up members
- 10% growth each month

Maggie's Online Centre - 'Where conversations turn into friendships and words provide support ... this virtual community took the isolation of the cancer experience for me'

Jackie, Member of Maggie's Online Support Group



What is Maggie's? ▶

What is a Maggie's Centre?

Watch Angus talk about his thoughts on Maggie's programme of cancer support.



Volunteer ▶

Give your time to support Maggie's. Visit our volunteer page to find out about current opportunities.

Maggie's News ▶

MONTY'S MAGGIE'S APPEAL

Plans for Maggie's Aberdeen at Foresterhill Hospital announced

The Elizabeth Montgomerie Foundation and Maggie's have announced plans to bring a Maggie's Centre to Aberdeen

Maggie's Night Hike 2010 ▶



Night Hikes in London & Glasgow

This September Maggie's Night Hike is bigger and better than before. Find out more about taking part and sign-up.

Join Maggie's Online Centre

Read our Benefits Blog

"Hello from Wales again, where summer is smiling at last - I hope it is for you too. If you cast your minds back a fortnight, you'll remember that I started to write about help available ..."

[Find Out More](#)

E-newsletter

Sign up now to receive news from Maggie's

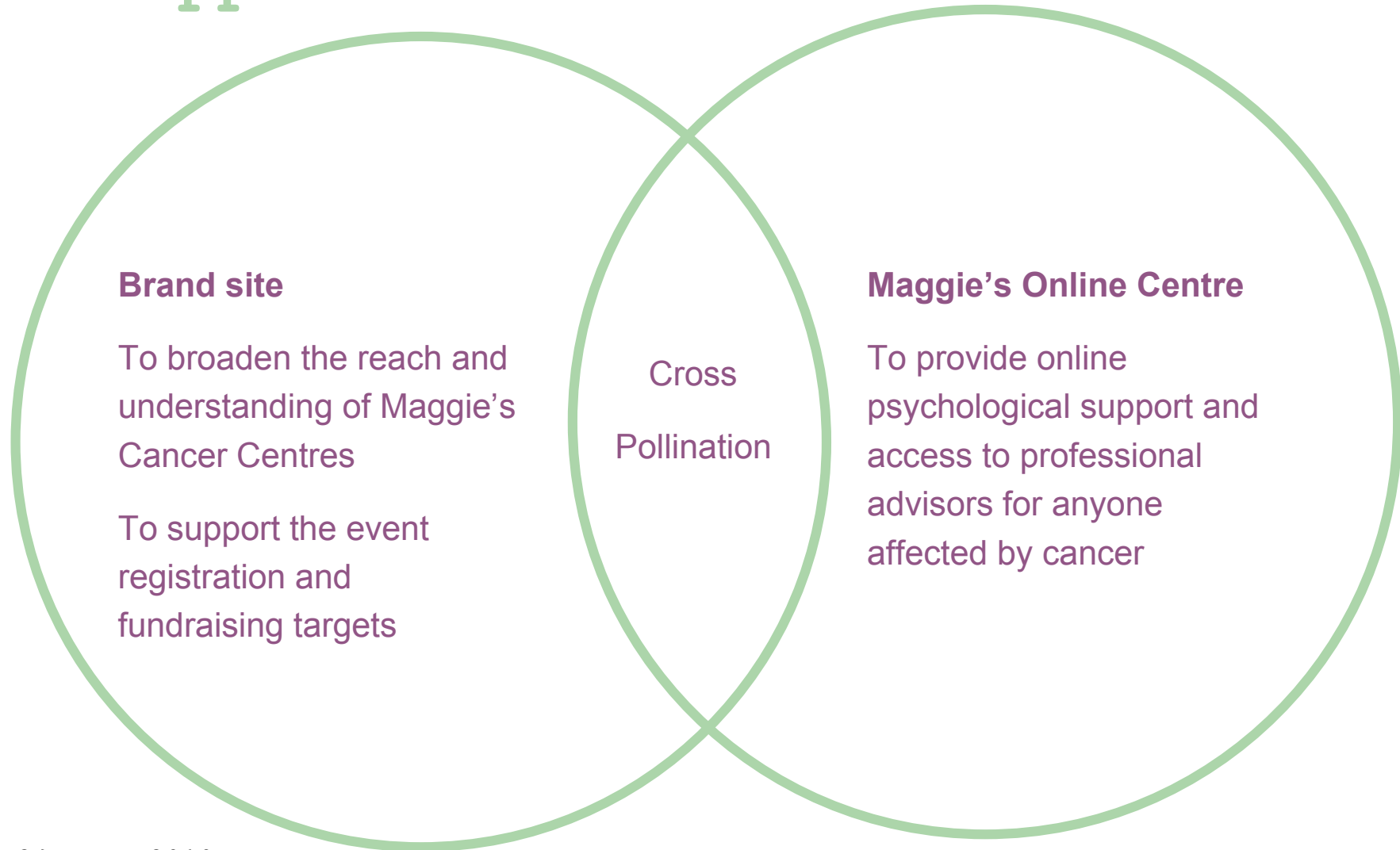
Enter your email address



How to make them
work together?

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Inter-relationship and mutual support





Maggie's News >

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Fundraising Group

Maggie's Night Hike

A group to share your experiences of Maggie's Night Hike

7 Members

Latest Blog Entries

[View All Entries >](#)

Night Hike Update

[View](#)

There is so much exciting news to report we can hardly wait to tell you it all. Firstly the fanta...

London Night Hike - Register Now!

[View](#)

Friday 17th September 2010 See your city in a different light. Take on your biggest challenge fo...

CONGRATULATIONS

[View](#)

CONGRATULATIONS to everyone who took part in the Maggie's London Night Hike on Friday night...

Latest Galleries

[View All >](#)



London Night Hike 2010
8 Items



London Night Hike 2008 - official photos
23 Items



London Night Hike 2008
6 Items

Latest Blog Entries

From *Community fundraising at Maggie's Edinburgh* blog by Marion

Busy couple of weeks!

21 Jun 2010 at 09:44

What a busy couple of weeks we have had here at Maggie's Edinburgh! All of which have been completely different and very enjoyable... [read more](#)

[More Blogs >](#)

Hello social
media

maggie's

Mistakes we made

- Facebook - went feral
- Twitter - too scared to start
- Stalled by words like social media strategy and campaign ...
- Pictures like these don't help

Social Media Landscape





Be yourself

24 June 2010

019

How we made twitter work

- 863 followers
- We kept it simple, daily updates on what we're up to
- We responded quickly and personal
- We asked our supporters to tweet about us and retweet

News and Press Releases

For all media enquiries about Maggie's Centres, please contact:

Anna Marriott on 0141 341 5675 or anna.marriott@maggiescentres.org

Tricia Crosbie on 0141 341 5678 or tricia.crosbie@maggiescentres.org

**MONTY'S
MAGGIE'S
APPEAL** Maggie's Centres launch a campaign to bring a centre to
Aberdeen
Monday 21 June 2010



Maggie's Highlands celebrates a milestone birthday
Tuesday 15 June 2010



Summer is here and it's nearly time for People's Postcode
Lottery, a key supporter of Maggie's, to host its Summer
Rollover
Thursday 10 June 2010



Maggie's Announces New Directors of Fundraising

24 June 2010

Follow us on Twitter
Maggie's Centres

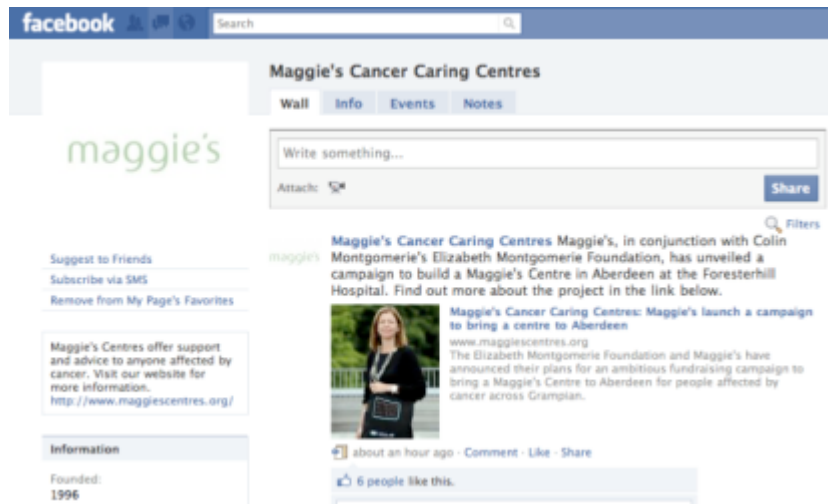
 MaggiesCentres Find out about the campaign to build a Maggie's Centre in Aberdeen with @montgomeriefdn & help people across Grampian: <http://bit.ly/aoySPb> 48 minutes ago

 MaggiesCentres RT @doorsopendays: We get a wee mention in The Herald re. Night Hike for @MaggiesCentres. It's September - register now! <http://ow.ly/21z6n> 4 hours ago

twitter join the conversation

And Facebook

- We established a common approach to Facebook for the local Centres
- We supported, trained and helped set the Centres up
- Rally local support for events and fundraising



24 June 2010

And You Tube and Flickr

The image shows a screenshot of a YouTube channel page for 'Maggie's Cancer Caring Centres' and a Flickr photostream. The YouTube page features a green header with the channel name and a navigation bar with 'All', 'Uploads', 'Favorites', and 'Playlists'. A video player is visible on the left, and a list of uploads is on the right. The Flickr page shows a 'Join Flickr' button and a 'Maggie's Centres' photostream with various photo thumbnails.

Massaging tired legs

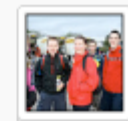


All rights reserved
Uploaded on May 6, 2010 | Map
0 comments

Blister busting



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Maggie's
Monster Bike
&...
103 photos



24 June 2010

How it all
worked together

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Offline publication

Online Centre



Facebook
You Tube



Twitter



Media partner
Times Online
The Times



Selling it internally

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Selling it internally

- Lots and lots of talking ...
- Presentations and group discussions
- Helping and supporting
- Show the benefits this is where stats work

Love Maggie's Day

maggie's

Local Centre
Events



Online Centre
Blogs
Newsletter



Local Centre
Facebook
YouTube



Twitter
Causes
supporting us
retweeted



National press
event with
Sarah Brown

The results

- Highest number of unique visitors to brand site in last 6 months - 18,000 unique visitors
- Highest number of Online Centre member logins compared to previous quarter
- Over 100 new members to the Online Centre, most significant increase to membership since the launch of the Online Centre
- 65 new Twitter followers, 151 new Facebook fans
- Exceeded fundraising target

Top tips

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Top tips

- Don't be scared to give it a go
- Educate, educate, educate
- If you mess up, keep trying
- It's the people behind it
- Different channels work for different people
- Find a great agency

**Breakout – 30
mins**

maggie's

Breakout

- Working in groups of 5/6
- Identify a key service or communication challenge that one of you is experiencing
- Brainstorm your approach
- One of the team will be presenting back

Selling it in internally

Website



Internal
Publication



Central campaign idea

Social
Media



Media partner

