

Telling the world all about Parkinson's and Parkinson's UK

We are all involved in marketing every day, even if we don't realise it. Every time you tell someone what Parkinson's is like or talk about the charity, you're helping to raise awareness – and that's marketing.

You told us that you would like more support with your local marketing activities – the marketing recipe book aims to do just that.

The Parkinson's UK Marketing team works collaboratively with people affected by Parkinson's to develop messages for various campaigns. Everyone involved in telling their local communities about our messages and campaigns is doing their bit for marketing and promoting the Parkinson's UK brand.

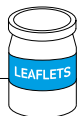
Our brand is so much more than the way we look or how we speak – it's about who we are. For more information about our brand, please see Appendix 1.

We hope the marketing recipe book is useful. If you have any feedback or ideas on ways we can improve our marketing materials, please email the Marketing team at Parkinson's UK:

marketing@parkinsons.org.uk

or give us a call on

0800 652 8978.



Welcome to the marketing recipe book!

The marketing recipe book provides all the ingredients you need to cook up successful activity in your local area. It provides practical advice about the best way to talk to different types of people about Parkinson's and Parkinson's UK with the right materials to support you – whether it's someone recently diagnosed with the condition, a member of the public or even a local company or MP.

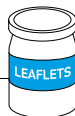
New materials being created by Parkinson's UK follow our goal of 'Bringing the day forward when no one fears Parkinson's'. The marketing recipe book is a continually evolving guide that will be updated every year as new and refreshed materials are being developed (and old materials will be recycled).

All of our most up-to-date information is available on our website at parkinsons.org.uk. You can order printed copies of any resources with codes via:

- [order form](#)
- resources@parkinsons.org.uk
- [0300 123 3689](tel:03001233689)

Cost effectiveness

To help ensure we're cost effective with our stock, please think about the quantities you are realistically going to use when ordering resources. We often find that some unused materials remain stored in homes and offices which make it difficult for us to know what impact they've had. If you order too much you can return it to our distribution company, or if you ordered too little they can get extra materials to you within 48 hours.



Contents

Introducing Parkinson's and Parkinson's UK

Reaching everyone affected by Parkinson's

- Newly diagnosed
- Information for everyone
- Children and young people
- Family, friends and partners
- Advanced Parkinson's

Changing attitudes

- Raising awareness
- Promoting your own events and activities
- Campaigning
- Working with organisations

Fundraising

Promoting our research

Appendices

- Parkinson's UK brand
- Get involved
- Marketing FAQs

INTRODUCING PARKINSON'S AND PARKINSON'S UK

Do you ever meet someone who knows nothing about Parkinson's? We have some useful materials that you can use to help them get a basic understanding of the condition.

We also have a mini-guide on who we are and what we do to support people affected by Parkinson's.

Visit: parkinsons.org.uk

Materials

- A quick introduction to Parkinson's
order code: PKL001



- We are Parkinson's UK leaflet
order code: PK0390



REACHING EVERYONE AFFECTED BY PARKINSON'S

Newly diagnosed

You may meet someone recently diagnosed with Parkinson's. A diagnosis of Parkinson's can be an emotional experience leaving someone wondering how it will affect everyday life.

Our 'New to Parkinson's' film includes inspirational stories of people with Parkinson's and the journey from coming to terms with the diagnosis, managing the condition and being more in control of their lives.

We also have resources that include practical support and information about the condition.

Visit: parkinsons.org.uk

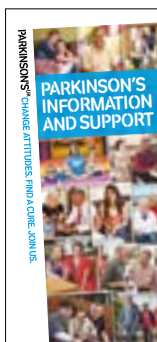
Materials

New to Parkinson's? A film on DVD for people who are newly diagnosed
[order code: PKV012](#)



It can also be viewed online:
parkinsons.org.uk/newtoparkinsons

- Parkinson's and you
[order code: PKB181](#)
- Information and support
[order code: PKL025](#)



Information for everyone

You may meet someone who has been affected by Parkinson's for a while who may want to know how other people manage life with the condition.

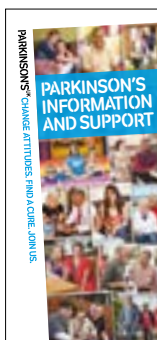
Everyone's experiences of living with Parkinson's are different, but there are things they can do to feel more in control and have a better quality of life. These can include volunteering, meeting new people or even taking up creative and therapeutic activities to help someone relax or stay fit such as singing and dancing.

Information about creative and therapeutic activities is available at parkinsons.org.uk/activities

Visit: parkinsons.org.uk/takingcontrol

Materials

- Living with Parkinson's
order code: PKB077
- Taking control of your life with Parkinson's
order code: PKB503
- Information and support
order code: PKL025



Children and young people

Our children's book series provides an easy and visual way to talk to children about Parkinson's so they can learn more about the condition and its symptoms and understand more about what's happening to their loved one.

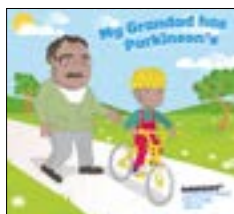
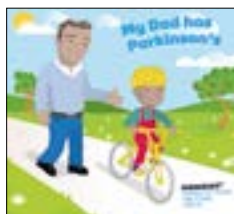
'Parkinson's in your life: a guide for teenagers' can help young people understand the condition better. The guide can be found online at parkinsons.org.uk/kidsandteens

Help inform children and young people about Parkinson's.

Materials

Children's books

- Dad
order code: PKB089
- Grandad
order code: PKB087
- Gran
order code: PKB086
- Mum
order code: PKB088



Family, friends and partners

When you meet partners, friends or family of someone living with Parkinson's, they may want to know more about ways they can support their loved one.

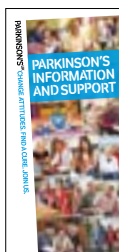
We have a range of resources that offers practical information and support.

Our website also has plenty of advice on caring for someone with Parkinson's including their own health and well-being, employment and financial support – see carers and family area at parkinsons.org.uk

Materials



- Carer's guide
order code: PKB071



- Information and support
order code: PKL025



- Quick introduction to Parkinson's
order code: PKL001



- Parkinson's UK information resources
order code: PKB027

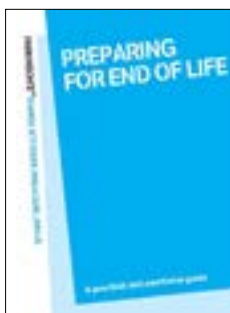
Advanced Parkinson's

People with advanced Parkinson's symptoms are likely to have different needs to those who are newly diagnosed. Advanced symptoms usually have a much bigger impact on a person's everyday life and they may need help to cope with this.

Our 'Thinking about advanced Parkinson's' booklet covers topics such as arranging home care, how the condition affects relationships and treatment options including surgery. We also produce a 'Preparing for end of life' booklet to guide those wanting to make plans for their care and finances.

Materials

- Thinking about advanced Parkinson's
order code: PKB003
- Preparing for end of life
order code: PKB092



Visit: parkinsons.org.uk/advanced

CHANGING ATTITUDES

Raising awareness

Telling the world about the charity and Parkinson's is a responsibility for everyone involved with the charity – whether it's an information display in the local community, a coffee morning, general awareness talk or even sharing messages on social media like Facebook or Twitter.

Raising awareness will help create a better understanding and empathy amongst the public of the way the condition affects people's lives, so they will respond more supportively.

We have a range of resources that can help us to stand out from the crowd and raise awareness of Parkinson's and the charity in various ways.

Visit: parkinsons.org.uk

Materials

Standard roll-up banners

(size: 850mm x 2150mm)

- Care and quality of life
- New and better treatments in years

You can order banners with the Parkinson's UK Create tool (you can read more about this further on). The enclosed order form includes prices for the banners.



- We are Parkinson's UK leaflet
order code: PK0390



Promoting your own events and activities

Parkinson's UK Create

Parkinson's UK Create is our go-to place for branded materials to promote your event or activity.

This self-service marketing tool allows you to easily customise branded marketing materials including posters, flyers and more.

With just a few clicks you can tailor one of the templates to create your bespoke material, which you can then download to print at home, or send to be printed professionally.

Sign up at parkinsons.org.uk/create

Materials (these come in different sizes)



For local groups: Personalised information and support

If you are part of a local group, you can personalise your own information and support leaflet with your groups' details and those of your local adviser.

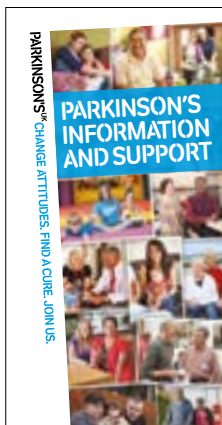
You can use sticker labels or a self-inking stamp to add lines of text about your group, including contact person and details about the local adviser.

Please see enclosed order form for information on prices for these materials

Materials

Personalised information and support leaflet

order code: PKL050



- Self-inking stamp
order code: PK0124
- 250 sticker labels (the cost can be split between group details and local adviser)
order code: PK0126

Visit: parkinsons.org.uk

Campaigning

Do you want to make your area more Parkinson's friendly? From writing to your local politician to taking part in something bigger – campaigning is easier than you think.

Every action, however small, can help to change things for the better and make a difference to the lives of people affected by Parkinson's.

Our campaigns toolkit can help you make real change in your local area to improve services for people affected by Parkinson's – whether it's more accessible transport or better health and social care services.

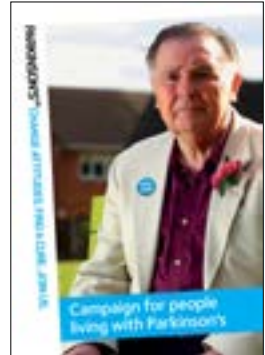
You can also join our campaigns network and stay up to date with the latest information on our campaigns. Email campaigns@parkinsons.org.uk

Visit: parkinsons.org.uk

Materials

Download the toolkit parkinsons.org.uk/campaignstoolkit or order a printed copy campaigns@parkinsons.org.uk

“By joining the Campaigns Network, I was able to share my experiences and support people affected by Parkinson's. It's quick and easy but hopefully has positive results for people affected by the condition.”



Campaigns Network member

WORKING WITH ORGANISATIONS

We have some useful resources for you to use if you have the opportunity to work with local organisations.

Whether it's an information stand or fundraising event, you can use our handy guide to explain who we are and what we do to support people affected by Parkinson's – helping to raise the profile of the condition and the charity.

If you're fundraising with a local company, our Regional Fundraising team can offer advice and materials – see Fundraising section for details.

Visit: parkinsons.org.uk

Materials

- We are Parkinson's UK leaflet
order code: PK0390



- Work with us roll-up banner to borrow please email marketing@parkinsons.org.uk

More about working with organisations

You may work with or know of organisations, particularly customer-facing, that do not know a lot about Parkinson's.

A lack of public understanding means simple things like getting the train to work, going shopping or to the pub can be daunting for people with Parkinson's, but we can change this. Use our pocket-sized hand-out to tell local businesses about our free online awareness session 'Parkinson's in your workplace', that fits alongside their own training programme to help staff know more about Parkinson's and how they can support a customer or colleague with the condition.

You may also work for or know of organisations who employ someone with Parkinson's – we have useful resources to help employers understand more about how they can support an employee with the condition.

Visit: parkinsons.org.uk

Materials

- Parkinson's in your workplace pocket-size hand-out
order code: PK0368



More information is available at parkinsons.org.uk/yourworkplace

- Employment and Parkinson's guide
order code: PKB013



FUNDRAISING

People like donating to causes they know and trust. When fundraising among the general public, you need to catch people's attention and inspire them to donate. You can:

- demonstrate why donations are needed by using information about Parkinson's and Parkinson's UK
- represent our brand by wearing Parkinson's UK branded clothing and using branded materials
- order a wide range of fundraising materials from our distribution company such as collection pots, bunting and stickers
- Get support from the Regional Fundraising team – see the next page

Visit: parkinsons.org.uk

Materials



- Quick intro to Parkinson's
order code: PKL001

- New and better treatments in years roll-up banner
- Care and quality of life (Please see enclosed order form for information on prices for these)



- We are Parkinson's UK leaflet
order code: PK0390

More about fundraising

For inspirational fundraising ideas or to get involved in a fundraising event near you:

- check out our webpage parkinsons.org.uk/fundraising
- contact fundraising@parkinsons.org.uk
- call **020 7963 3912**

People can also text **PARKINSONS** to **70500** to donate £5*

Texts will be charged at £5 plus one standard network rate message (based on network provider).

Parkinson's UK receives 100% of donations. Full terms and conditions can be found at parkinsons.org.uk/texttodonate

Our online shop has many Parkinson's UK branded goodies such as silk ties, dog bandanas, party bags and greeting cards – all profits go to Parkinson's UK.

Visit: parkinsons.org.uk



PROMOTING OUR RESEARCH

You may have an opportunity to talk about Parkinson's research.

Our posters will help you to promote this. One poster talks about the progress we've made and the other challenges people to join us in the search for better treatments and a cure. They can do this by donating money into research or helping to raise awareness of the importance of Parkinson's research.

You can also watch a handy video about our research strategy and keep up to date with research news at parkinsons.org.uk/research

Materials

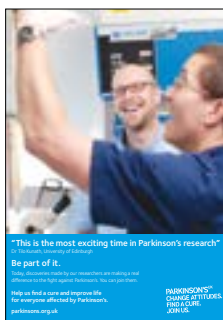
- Real discoveries. Real advances. Real hope for a cure.



A4 poster
[order code: PK0149](#)

A3 poster
[order code: PK0150](#)

- This is the most important time in Parkinson's research

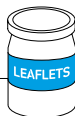


A4 poster
[order code: PK0151](#)

A3 poster
[order code: PK0152](#)

- Roll-up banner – New and better treatments in years (Please see enclosed order form for information on prices for these. Size: 850mm x 2150mm)





Appendix 1: Our brand

Our brand is much more than the way we look or how we speak. It's also about who we are.

Our brand values help us to be consistent in raising awareness and understanding of who we are and what we do.

The brand values are:

Short:

We get to the point.
We say what we think.

Simple:

We use friendly,
conversational language.

Bold:

We stand out from the crowd.

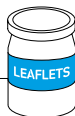
Bright:

We're lively, positive and upbeat.

Human:

Our personality shines through.

For more information about the Parkinson's UK brand, visit parkinsons.org.uk/brand



Appendix 2: Frequently asked questions

Why don't we have a symbol like Marie Curie's daffodil?

The challenge we face at the moment is that very few people understand what Parkinson's is. When you think about the Poppy for Remembrance Day, or the Daffodil for Marie Curie, these are causes which affect a huge majority of the population so their symbols are easier for people to grasp.

Because Parkinson's affects fewer people and Parkinson's UK is still not as well known, having a symbol would be a little too abstract. Once we have built a basic level of understanding of Parkinson's with the public we can look at whether a symbol may be appropriate for awareness or fundraising purposes.

In general, our approach at the moment is to try and increase public understanding of what Parkinson's is and what Parkinson's UK offers through our awareness campaigns.

Why doesn't Parkinson's UK do TV advertising?

We may do TV advertising in the

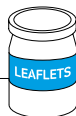
future, but for now we do not have sufficient funds allocated to this area of our work, so we're focusing our awareness raising efforts on more targeted campaigns. However, we do have a YouTube channel where you can see some of our awareness films that you can share on social media – visit youtube.com/ParkinsonsUK

Why can't we refer to Parkinson's UK as PUK?

Acronyms in general can be confusing when they enter the hands of someone unfamiliar with what they stand for, so to avoid limiting the impact of our communication (whether internal or external) we spell out our name in full.

Some materials that I've used in the past are now permanently out of stock – why aren't they being replenished?

As you can appreciate, we try to be cost effective in terms of printing and storage. Based on the monthly reports we get from our suppliers, generally orders for older items (over 2 years) are decreasing as newer resources



Appendix 3: continued

supersede them. With this in mind, we have to prioritise our budgets for new resources that reflect who we are and what we do now and in the future instead of replenishing stock that may not be used.

Why aren't the roll-up banners free?

The roll-up banners are a great way to promote the brand but it can be expensive to keep replenishing this stock item on a regular basis. In order for us to prioritise our budgets for new resources and be more cost effective with our stock, we have moved away from doing this. However, if you think that your activities will benefit from a roll-up banner, it may be worth investing in one for long-term use and we can provide the artwork.

How do we talk about Parkinson's UK?

To strengthen our brand and raise our profile, we must tell people who we are and what we do very clearly, everytime we communicate with them.

We've got three consistent ways to describe Parkinson's UK that help do that. We should all use these, and only these, whenever we describe the charity. One of these should appear on all communications.

Short

We're the Parkinson's charity that drives better care, treatments and quality of life.

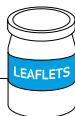
Medium

We're the Parkinson's charity that drives better care, treatments and quality of life. Together we can bring forward the day when no one fears Parkinson's

Long

Every hour two people in the UK are told they have Parkinson's – a brain condition that turns lives upside down, leaving a future full of uncertainty.

Parkinson's UK is here to make sure people have whatever they need to take back control – from information to inspiration. We want everyone to get the best health and social care. So we bring professionals together to drive



Appendix 3 continued

improvements that enable people to live life to the full.

Ultimately, we want to end Parkinson's. That's why we inspire and support the international research community to develop life-changing treatments, faster. And we won't stop until we find a cure.

What are the costs involved in producing the recipe book?

Each book cost less than £3 to produce – this includes manufacturing the recipe book folder, printing the recipe cards, packaging and distribution. We have a few hundred produced specifically for local groups and a downloadable PDF for volunteers, supporters and staff.

How can I work with the press team?

Our press office provides journalists and the media with real life stories of people affected by Parkinson's, expert spokespeople, as well as the latest information on Parkinson's research, fundraising events, and health and social policy

campaigns. Our aim is to promote all aspects of the charity's work to the outside world.

If you would like to publicise anything happening in your area then we'd love to hear from you. The press team can provide you with a range of template press releases for events and activities, provide media briefings, and share your real life stories about living with Parkinson's.

To find out more contact:

pr@parkinsons.org.uk
020 7963 9370

Urgent media enquiries (out of office hours): **07961 460 248**