



DOING THINGS DIFFERENTLY

Healthcare is our passion.

Our members know charities inside out, having worked with some of the best.

Whether you are well-established or relatively new to the scene, we are excited to open up a whole new world of possibilities to those organisations looking for effective but affordable communications support.

Our approach is Different to traditional agencies. *We flex and fit to your needs.* We find exactly the right people for the job and you only pay for what you need, when you need it.

Turn it on, turn it off, dial it up, dial it down. The only thing that doesn't flex is our unequivocal commitment to excellence.

Our Collective experience is in a league of its own. Our members have held senior roles in patient and professional organisations, the NHS, national newspapers, pharmaceutical companies and communications agencies, which means *we bring an unparalleled depth and breadth of expertise to any challenge you might be facing.*

We know your fundraising income is precious. *We offer reduced rates to charities*, cut our traditional agency overheads by working virtually and, as experienced and senior communications consultants, we pride ourselves on getting the job done right, first time.

WHEN YOU HAVE THE RIGHT TEAM AT
THE RIGHT TIME, THERE IS NO END
TO THE POSSIBILITIES

MAKING THE DIFFERENCE TO ... CHARITABLE ORGANISATIONS

CONNECTING YOU
WITH THE BEST TALENT
IN HEALTHCARE
COMMUNICATIONS,
SO YOU GET THE
**BEST RESULTS,
FAST AND
FLEXIBLY**

Whether you're
a healthcare
client looking for
exceptional people to
help you achieve your
communications goals, or
an agency needing to
up-weight your team,
look no further



THE
DIFFERENCE
COLLECTIVE

HOW WE CAN HELP

Here are some of our core specialist skills packages and a selection of the services we offer. Pick one off the shelf if you are looking for a quick fix or add bespoke consultancy and project management for a perfect match to your brief. We can provide the quickest, most cost-effective route to hitting your fundraising or awareness-raising targets.



AMPLIFIER

Need an extra pair of hands to develop press releases, backgrounders, Q&As and media lists? Does your media outreach tend to fall flat? Would your story angle or outreach strategy benefit from honest critique from a former national newspaper editor?

- Core press pack
- Media lists and outreach
- Outcomes reporting



VISIONARY

Stuck in a rut? Brand guidelines up to the job? Need a video that showcases your amazing charity and packs a punch?

- Creative direction, design and video
- Website development
- Infographics & illustrations



STRATEGIST

Out of ideas for the next campaign or awareness day? Struggling to meet fundraising targets?

Are there new treatments, regulations, guidelines or policies on the horizon that you need to prepare for?

- Creative thinking
- Facilitated & targeted brainstorming
- Integrated communications strategy & planning



STORY-MAKER

Do you have a compelling narrative capable of cutting through the maelstrom? Are your key messages coherent and consistent? Is your evidence well researched?

- Key message workshop
- Referenced key message flow
- Story identification and narratives



CONNECTOR

Struggling to manage the day-to-day content creation and scheduling of social media channels? Do you have the internal expertise to leverage social/digital media channels to maximum effect for big splashes?

- Social media auditing and scheduling
- Content generation and placement
- Evaluation



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SCRIBE

In need of support when it comes to the written word, e.g. speeches, fundraising appeals, media reports, PowerPoint presentations, website content, quotes?

- Copywriting & content generation
- Editorial support
- Updating existing collateral



INSIDER

Have your internal communications been neglected of late? Would your working culture benefit from some TLC? Are you going through a re-structure and sensing disconnect and dissatisfaction among the troops?

- Internal communications
- Change management
- Multi-channel engagement

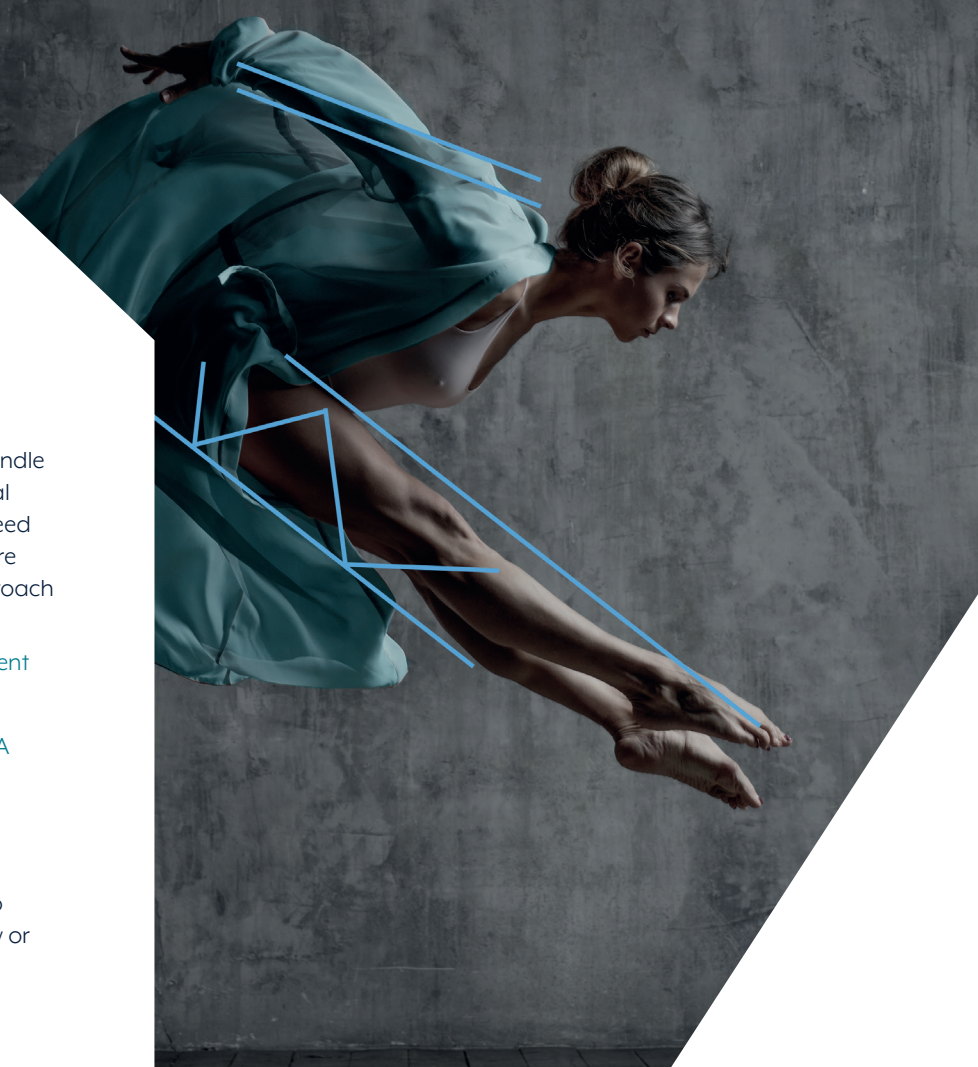


SUPERHERO

Need advice on how best to handle an impending crisis? Internal and external spokespeople need training? Want to take a more proactive and less reactive approach to issues management?

- Issues & crisis management
- Preparedness training
- Core/issue-specific Q&A

Our members are also passionate about empowering and up-skilling people and organisations when it comes to all aspects of communications. Whether it's a one:one session with a CEO on how best to handle a tricky interview or group training on media relations, we can help.



WHEN IT MATTERS
WORK WITH THE BEST.

CONNECT WITH
THE DIFFERENCE
COLLECTIVE TODAY.

JUST SOME OF THE CHARITIES OUR MEMBERS HAVE HELPED ...

- Beating Bowel Cancer
- British Lung Foundation
- Liver 4 Life
- MS Trust
- National Osteoporosis Society
- Pancreatic Cancer UK
- Samaritans
- The Brain Tumour Charity
- The British Liver Trust
- The Stroke Association
- Transplant Adventure Camp for Kids (TACKERS)

Get in touch by phone or drop us an email:

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