



STAMMA CAMPAIGN REPORT

Stamma was presented to BSA Conference in August 2018 as a brand and campaign, and formed part of a 5 year strategy to reach new members, expand service provision, and tackle public perception and understanding of stammering.

Stamma consisted of a logo and lettering which visually stammers and blocks. The logo/the name 'stamma' was chosen as a unique word with its own identity, rather than 'stammer', in order to be memorable and reflect the purpose of the charity. The brand colours, six, were to be used in contrasting pairs, so that the colours clashed and caught the eye. Overall the look was bold and fresh. The blocked words and letters allow space for personal, handwritten messages from those who stammer to the outside world.

The brand works across a number of levels, each aspect supporting the overall direction of the campaign – to be bold and confident, to allow the voice of those who stammer to be heard, to raise awareness around stammering, and to make people focus on hearing the message.

Details were sent online and by post to all members over the following months and presented on our website and Facebook. Following discussions, the artwork was amended and presented to the AGM in November 2018, where it was agreed to put the campaign to a vote, held in January. 70% voted in favour. Work then began on creating a new branded website, materials and a new outdoor campaign.

We are six months into working with the new brand. We agreed that we would only continue with this campaign if we could demonstrate clear measures of success. The following is a snapshot of how the campaign assets and branding have been used, together with metrics tracking our progress.

I STAMMA *Alfanso* ER

The national charity for people affected by stammering

[BECOME A MEMBER](#) →

"The website and these 'your voice' are terrific and a credit to everyone involved (I say this as someone whose own website is somewhat moribund)! Onward and upwards."

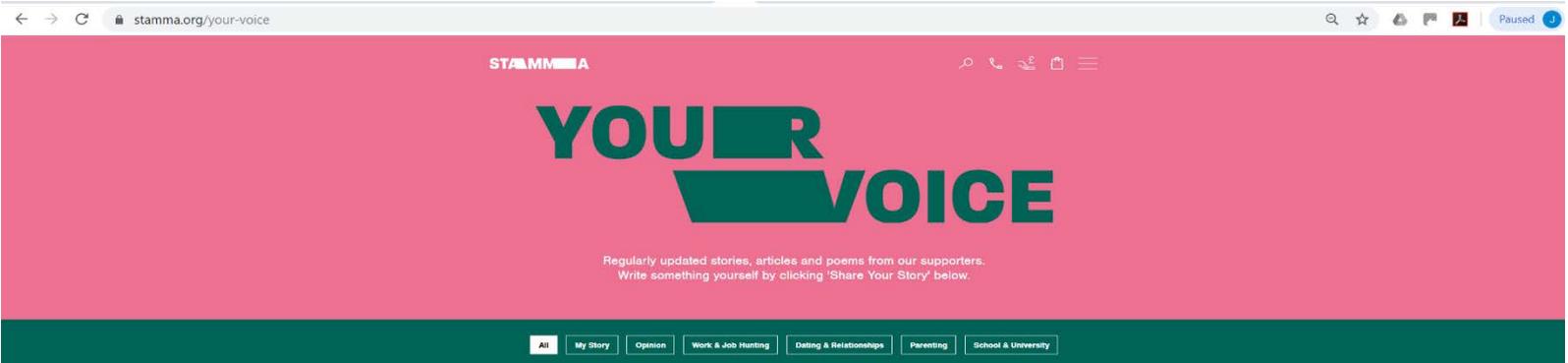
STAMMA.ORG

The new website was launched in June. The 'Your Voice' section of the site accounts for 12% of total website views, 'Get Support' receives 20.7% and 'About Stammering' 12.7%. The website also has a number of downloadable items - most of our leaflets can be downloaded as pdfs:

DOWNLOADS	June	July	Aug	Sept	Oct
Parents pre-school	n/a	n/a	n/a	267	394
School-age	n/a	n/a	n/a	228	425
Young adults	n/a	n/a	n/a	128	248
Adults	n/a	n/a	n/a	160	237
Teachers	n/a	n/a	n/a	n/a	n/a
Palin Parent Child Interaction Therapy	113	162	155	240	179
Stammering Discrimination and the Law	80	112	159	181	165
Education reasonable adjustments	63	72	62	134	127
Local group guide	31	51	86	37	49
Reasonable adjustments at work	41	39	25	56	58
Reasonable Adjustment form	27	21	8	13	
Recruitment & stammering	39	47	32	34	28
Working with someone who stammers	28	26	24	27	15
Bullying at work	7	7	5	4	3
totals	429	537	456	1509	1920

The move across to a new domain meant that we'd lose our ranking on Google, which could take up to a year to regain. We are now all but back to our old ranking, in 5 months. In August we were listed on the middle of the second page of a Google search, we are now at the bottom of the first page. Other metrics have also continued to improve:

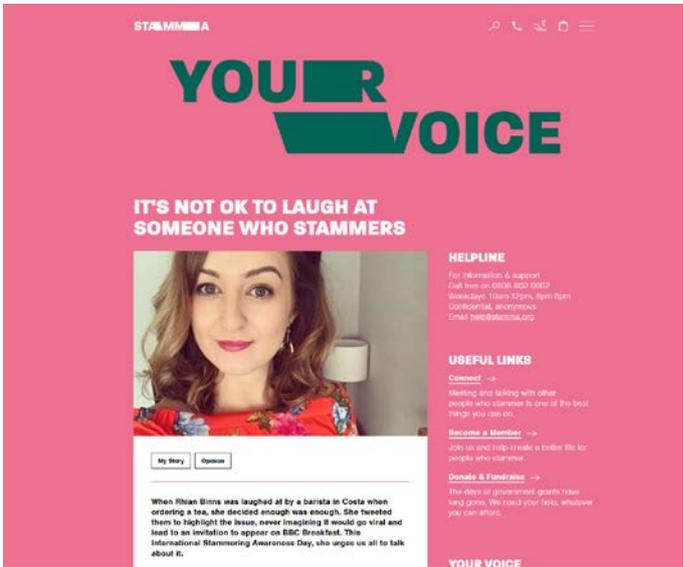
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct
Page views	40,385	46,271	46,067	44,713	41,625	50,610	33,828	29,086	37,760	49,872
Ave time on site	01:27	01:33	01:30	01:25	01:33	01:37	01:26	01:24	01:09	01:16
% new users	84.1	84.1	84.4	85.2	83.7	89.2	91	89.9	90.8	90.3
Users	18,100	17,566	18,918	19,226	16,169	19,696	15,157	13,473	20,038	24,761



YOUR VOICE

We are particularly proud of this section of the website because these stories are empowering and inspiring. These narratives talk about stammering unashamedly - openly and without guilt and embarrassment. This is a space where the experiences of stammering is recognised, acknowledged, and understood. And each story, each piece, gives some new insight into the world of stammering.

There are around 3 new articles each week on the site and popular articles from the previous site are regularly pulled across to the new site. The Your Voice section of the site accounts for 12% of total website views.



Top 5 articles (as at 13th Nov 2019):

- It's not OK to laugh at someone who stammers by Rhian Binns, Costa Coffee article for ISAD (1,596 views after 3 weeks)
- My tips for supporting someone who stammers by Abed Ahmed (587 views, after 14.5 weeks)
- If I could go back in time: A parent's reflections by Dori Holte (561 views after 6 days)
- Taking your child to a therapist: what to expect by Jenny Packer (478 views after 11.5 weeks)
- Accepting my child's stammer by Kirsty Haigh (474 views after 21.5 weeks).

Number of unsolicited submissions: 26 (5.2 per month). Topics covered include my story, parenting, work & job hunting, school & uni, dating & relationships, art & culture, and opinion pieces. In response to a call for Freshers week articles there were 8 submissions (4 more agreed but didn't submit). Regular writers: Patrick Campbell, Roger Simmonds, Bernadette Rice and Peter Bradley.



LEAFLETS & POSTERS

We've produced five new leaflets using the branding, with more in the pipeline and two new posters. We set up two photo shoots with members, whose images we've used (with the exception of the two very young children) to support both the website and our literature and literally show what people who stammer look like.

The colours, the branding and the logo we believe give a freshness to our materials. We've moved away from literally presenting stammering solely as a medical condition. We'll continue to amend and re-write the text - and add new images, as we are still finding the right voice and refining the messaging - so do keep comments coming. Meantime we've a healthy demand for the literature:

	Number No. of orders	Leaflets			Postcards			
		Pre- school	School- age child	Young adult	Adult	Teachers	for SLTs	Posters
July	19	61	70	61	49	5		
Aug	23	77	82	84	55		90	
Sept	40	106	126	115	96	10	70	
Oct	197	307	410	396	240	238	95	257
Nov	34	77	86	55	50	124	54	5
Totals	313	628	774	711	490	377	309	262



"This is so amazing the new #stamma campaign by @stammer to raise awareness of stammering in day to day life!"

OUTDOOR DIGITAL

Our first outdoor digital ads went out from 17th July and continued to show in different parts of the country until 5th September. In total we had just under 1000 outdoor spaces donated, with a potential viewing national audience of 14.5 million impressions. An impression in this context is when an ad is displayed and is countable. Whether the ad is clicked is not taken into account. Each time an ad is displayed (our will have been one of a number), it is counted as one impression.

The campaign appeared on malls, railway spaces, streets and bus stops across the UK including Liverpool, Leeds, Oxford, Nottingham, Reading, Cardiff, Gateshead, Solihull, Birmingham, Newcastle, Humberside, Bradford, Glasgow, Milton Keynes, Southampton, Hull, Coventry, London, Thurrock, East Kilbride.

On October 22nd, International Stammering Awareness Day, ISAD, we had a short blast of ads, again across the UK, with a potential viewing audience of 189K.

We wanted to use ISAD to focus upon work, and encouraged people to talk about themselves and the work that they do, so the adverts included portraits of Scroobius Pip, the poet Owen Sheers, our latest Trustee Natalie Mortimer, Krishna Srinivasan and actor George Fletcher.

STAMMA

I am a management consultant
 I am a conference speaker
 I am a Londoner
 And I stammer

#Istammer #ISAD2019
stamma.org



STAMMA

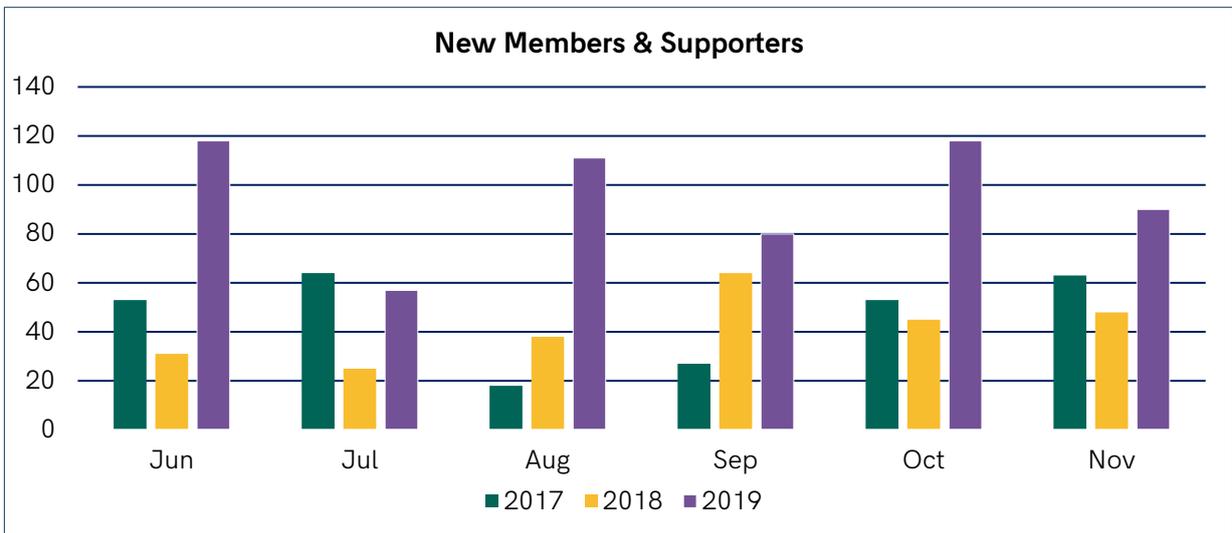
I am an actor
 I am a podcaster
 I am a rapper
 And I stammer

#Istammer #ISAD2019
stamma.org



MEMBERSHIP & ENGAGEMENT

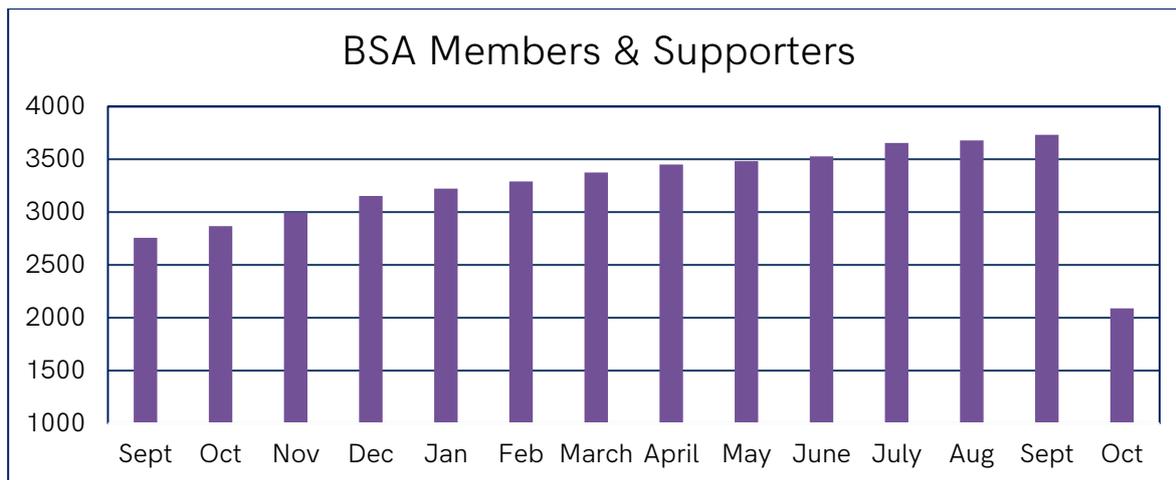
Membership growth, from the launch of Stamma onwards, compares favourably with 2018 and 2017



A snapshot of the last six months on social media, including the number people wanting to volunteer in the office (numbers for November partial only):

	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Requests to volunteer	11	9	9	17	13	9
Volunteer hours		88	90	60	84	72
FB closed group	4512	4548	4565	4607	4651	4680
FB BSA page	9257	9395	9548	9613	9629	10039
Twitter: followers	4757	4865	4910	5012	5231	5275
Tw. engagements	3106	3559	1980	2088	4353	3408
Insta: followers	-	-		412	687	739

Many of our recent volunteers and people contacting the office, whether to talk about focussing upon stammering for their uni project, research, artwork, have been young men, and this does feel quite different from 2018. Many have also been attracted to the campaign by Pip's promotion of Stamma, including his latest podcast, which was listened to by 16K people.



MEMBERSHIP NUMBERS

The concern was raised that the adoption of 'Stamma' would affect membership, and members would leave. Some members did leave following the vote: 8 members unsubscribed in January, and a further 7 in February. We lost a considerable number of members in August, but not as a result of Stamma, see below.

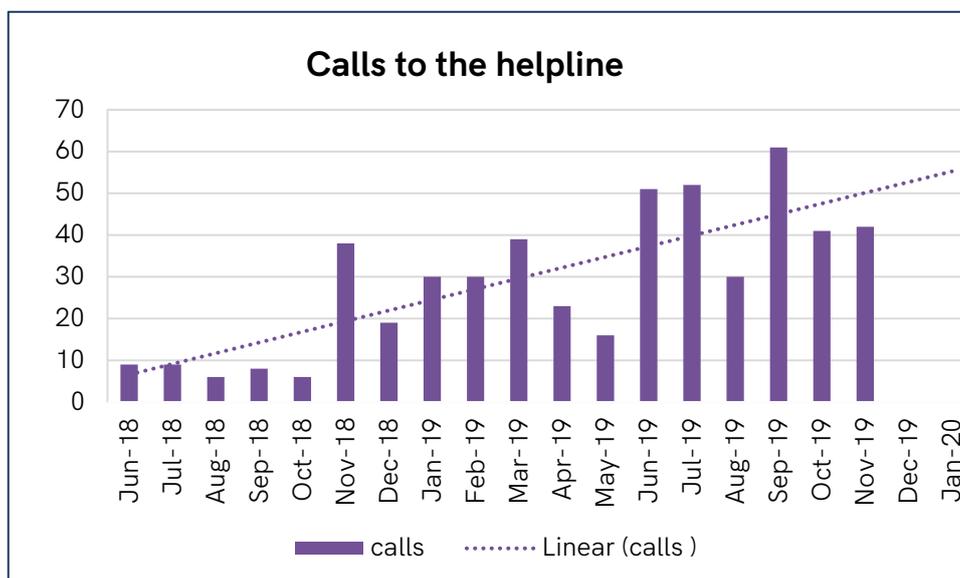
Despite touching almost 4K members and supporters, our mailing list has been now been cut. To comply with our legal obligations under the General Data Protection Regulation (GDPR), and our own needs as a membership organisation, we emailed all our members and supporters asking them to actively confirm that they wanted to stay on our mailing lists in August 2019. With the Trustee vote about to take place we needed to ensure that only members had a vote, and GDPR requirements meant that we needed clear evidence of when and how people 'opted in' to be kept in contact by the BSA.

Members needed to confirm they were aged over 16 as well as their UK address. Following this email, three further reminders were sent spelling out that *unless* people confirmed their details and preferences, they would be taken off the mailing list. We are now back to a total of 1,643 members and 2,088 subscribers.

To find out why people didn't confirm their vote, we have rung around a random sample of 30 of those who've come off our mailing list. A worthwhile and interesting initiative. Almost all had originally signed up to the BSA many years ago and for them stammering was no longer such a critical part of their lives. Many had reached the point where their stammer no longer dominated their lives; work, marriage, children had taken over. And some, sadly had died. Others just didn't open the emails and wanted to sign back up.

2019 REPORT CARD

Reporting on ambitions and activities plotted out in 2018 the 5 Year Strategic Plan.



AMBITION 1: SUPPORT MORE PEOPLE WHO STAMMER

Plans

1. Recruit a professional to oversee BSA advice & information.
2. Review BSA information, set up new website.
3. Trial out 3 month webchat.
4. Review and revise printed information and materials..
5. Review educational websites + secure funds to review & update.

Rachel Everard took up the post of Service Director and worked with the team on reviewing all BSA advice and information, train helpline volunteers and establishing the new helpline service. With Rachel's departure this October, Kirsten Howells has now taken over as Programme Lead, p/t.

We expanded the helpline to run every day from the start of the year and moved across to a new helpline provision in June. The new helpline number is free to call from any number in the UK (calls outside the UK are barred). From our consultations we learned that people wanted to call in the evenings, after work, and in the mornings. The service now runs weekdays from 10 am to noon, and 6 pm to 8 pm.

The number of calls taken by our team of 15 fantastic volunteers has significantly increased over the past year. With webchat, we'll continue to reach out and support more people who stammer. We've received part-funding to launch webchat and will endeavour to start this service in the Spring of 2020.

We have seen a drop in emails to the office looking for information - this was accompanied by a dramatic rise in the number of downloads from the website. We believe that people are finding the information they want more easily, as the new website also features a section clearly setting out the types of therapies and interventions that are available along with costs and contact details. Where we've been able to compare like with like, downloads of information materials, plus physical leaflet and poster orders, have increased in volume over 2018 figures.

We've been reviewing the educational websites and hope to raise funds to update these in 2020.



AMBITION 2: BUILD MEMBERSHIP & CREATE ENGAGED SUPPORTERS

Plans

1. Reach out to those who stammer, their family and those who support them, and ensure that BSA is there not just for support, but as their community.
2. Use advertising and marketing to let potential supporters know we exist and encourage them to join this community.
3. Develop merchandise and materials to enable supporters to broadcast their support for the BSA.
4. Look for opportunities for individual members and supporters to become more engaged with the BSA via fundraising, volunteering, and using their skills and experience to support the BSA.



14M

Impressions on digital outdoor space July-Oct



£7K

Over £7K raised in Park runs, 10K runs and half marathons.



68

New volunteers since June



£2.3K

In sales of merchandise and clothing since June

Across all our channels we've seen more members and supporters sign up every month. Our 'Your Voice' section of the website showcases new stories every month, and each month brings in a swathe of new volunteers keen to get involved.

We've sold over £2.3K in merchandise, with a new store at stamma.store now selling t-shirts and bags. The percentage of those taking part in our Trustee election increased, and the open rate of our mailings is high, averaging 42% this year as opposed to the charity sector average of 19.8% (Mailchimp 11/19).

We've a new running vest designed and are keen to get more members involved in fundraising and sportive events in 2020.



AMBITION 3: BUILD COMMUNITY SUPPORT & FACILITATE NETWORKS

Plans

1. *Launch the Stamma campaign and create a new website to help visitors understand difficulties facing those who stammer + understand how to best to respond: Use stamma.org to platform stories.*
2. *Support local self-help groups to maintain/expand attendance.*
3. *Support ESN Networks, pull ESN learnings through to stamma.org.*
4. *Seek funding/grants to support Network/Local Groups coordinator*

The new website rebrand was carried across to all our social media channels as well as our publications. The Your Voice section of the site platforms new stories every month and is a great asset.

At the start of the year we brought in legal advice to help us draft advice concerning stammering and the Equalities Act - with particular concern about those at work and in education. This, together with other information around recruitment and 'reasonable adjustments' at work and in education, has been uploaded to the website as pdfs so that it can be easily downloaded and printed. There have been 845 downloads of these items since June.

In 2018 the number of local groups fell to 28, and the feedback from local coordinators and organisers reflected how tough it can be to keep these groups going and keep attendance high. This was made particularly evident at the Northern Stammerhouse event, organised by Max Gattie and colleagues from the Manchester group. We now have 31 groups, including Stammer Striders (pic above).

We've been working on a proposal to bring together local groups and national / work networks under one umbrella, and looking at how we can support network and group coordinators more over the year ahead. We've also applied for funding for a f/t Network & Groups Coordinator to lead this work. We'll report back in the New Year.



AMBITION 4: EDUCATE THE PUBLIC ABOUT STAMMERING

Plans

1. Produce public information materials to enable supporters to communicate our messaging to the public.
2. Develop and implement a proactive communications and marketing strategy.
3. Build a trusted authoritative voice which speaks on behalf of people who stammer/stutter in the UK
4. Build strong relationships/trust with members and supporters
5. Help the public understand difficulties facing those who stammer
6. Help the public know how to respond to someone who stammers.
7. Target and overcome 'hotspots' of misunderstanding around stammering.

The press release about the launch of Stamma in June received 1408 web views and 125 journalists opened the email release, and it generated some stories and conversations with the media. In September Rhian Binns was mocked in her local Costa when ordering a coffee. The BSA worked with the journalist at The Mirror to break the story. BSA statements and/or spokespeople appeared in The Mirror and on BBC Breakfast as well as BBC look North.

Our 'I Stammer' slogan contained messages including "Don't Hang Up On Me", "Don't finish my sentences", "Give me a little more time", "I'm not nervous it's how I talk" and "I haven't forgotten my name". These had over 14 million impressions across the UK from July 17th-Sept 5th.

For ISAD, we encouraged members to talk about their careers on social media. We backed this up with outdoor ads on the day, featuring Scroobius Pip, Natalie Mortimer, George Fletcher and Krishna, and cascaded these messages and ads across social media.

We can see the reach on social media - ISAD had the biggest reach yet, and we can see new members coming in. But we've yet to redo our polling to see if we've had any wider or deeper impact. It's unlikely, this early on, but that's the ambition and we'll keep tracking it.

Part of the strategic plan included mapping out baselines around public perception and understanding of stammering. This was completed in November 2018. As soon as we hear back on funding we will repeat this polling, with some amends, which we hope to do at the start of December.

We are talking with a new creative agency about a new campaign. We've a number of issues that we want to focus upon in this work and we'll report on it as soon as we can.

Overall feedback on this campaign has been overwhelmingly positive and frequent, from the very elderly to the very young. There is no indication that we have significantly lost members, and every indication that we've gained a greater and more engaged membership. We are six months into working with the new brand. We agreed that we would only continue with this campaign if we could demonstrate clear measures of success.

AMBITION 5: MANAGE THE BSA EFFECTIVELY & EFFICIENTLY

Plans

1. *Build a financially sustainable, robust and effective operation.*
2. *Implement Salesforce and build a responsive, secure CRM system.*
3. *Refurbish BSA office & create space for larger team.*
4. *Establish clear protocols & policies and physical systems to protect staff & data.*
5. *Build and train staff team, set up review systems, holidays, pensions, training, handbook, inductions etc for staff, volunteers, trustees.*
6. *Clear thanking and banking protocols; tracking and control of financial procedures.*
7. *Maintain a solid pipeline of grant and trust funding to shore up service provision.*

The volume of work we took on at the start of the year literally overwhelmed us. Over and above the new website, the re-draft of all of our materials and the member surveys, we:

- moved all our membership data across to Salesforce
- worked through GDPR processes (re our members, data and HR)
- set up a new helpline number with new hours
- trained up a new team of volunteers
- moved across to a new helpline platform
- moved our data across with a secure cloud system (Skycloud)
- set up pensions, staff reviews and meetings, developed staff handbook.

We finished off the refurbishment of the office. We had hoped to bring in some larger grants, ideally £80K to underpin the rebuild of our infrastructure, but the volume of work we took on meant that this took a backseat. The overspend items in 2019 were on support and information (£13K), membership and comms (£5K) and fundraising (£3.5K).

- **Website development** took far longer than anticipated in developing the design and structure of the website, and then we wanted added functionality re downloads, the shop, menu changes etc.
- **Printing** new leaflets, posters, postcards and a range of merchandise materials.
- **Salesforce**, the main overspend here is on the salesforce development, working with GiveClarity. Their contract extended into the early part of the year. This could have been managed better – but at the time we were putting in place the new website, GDPR and moving across to Skycloud. Salesforce now houses all membership data, donations and grants as well as volunteer details.
- **Formstack**, we used additional software enabling us to host forms on the website, and this data is pulled directly across to Salesforce – ie orders, volunteer forms, bookings.
- **Skycloud**, we've moved our files from Google across to a managed cloud provider, based in the UK. Our data is encrypted and managed, and the agency provide full support.
- **Call Handling**, we now have a new free-to-call number and use a 'virtual call centre' so that anyone can volunteer on the helpline wherever they live in the UK.
- **Fundraising**, this was a nominal overspend. We bought in new running vests, invested in two 10K runs and a paid fundraiser for a short period. The 10K events brought in over £10K of income with grants over £6K.

The majority of the overspend was in capital investment – the website build, designing Salesforce, printing new materials. We will continue to review and seek cost cutting measures to bring down expenditure.

2020 PLANS

We have a number of grant applications we are waiting to hear about, and depending on those outcomes, they may or may not help us progress with some of the work we want to accomplish in 2020. First off, there is much we need to consolidate from this current year. This is what we would like to achieve next year:

1. Launch webchat (aiming for Spring).
2. Roll out plans to support local groups & national networks.
3. BSA Conference (August).
4. Revive the Stammering Network and bring in new members.
5. Launch at least 1 new campaign with a clear call to action.
6. New materials outstanding: for parents, about BSA, law, employment.
7. Working with local group to set up parent workshops, open days and employment workshops.
8. Produce planned video & podcast content.

Additionally we'd like to:

- Launch a mentoring project for young people.
- Offer scheduled practice interviews.
- Make best use of the Education and Parents websites created by Cherry Hughes.

2020 TARGETS

We keep track of a number of metrics on a monthly and annual basis. The following are some of our Key Performance Indicators:-

Members and supporters	3,200
Donations & fundraising	£85K
Grants	£175K
Helpline service: calls, chats, emails	2,000
Merchandise sales	£4,000

2020 OUTCOMES

If we are to create a better world for people who stammer, it is the soft outcomes which really count.

We want to measurably help build people's confidence and equip them with the knowledge and the information - whether it be about progressing in or finding work, or finding the right therapist or intervention. We want to work on connecting people with others, helping parents meet other parents, children meet other children who stammer, enabling local groups to thrive and bring in new members, facilitating their growth. We want to reduce the isolation felt by those who stammer, who all too often know of no-one else who stammers,

By the end of 2020 we want to see more and stronger local groups and networks. We know the value of connecting with others who stammer, and these are a hugely important way of giving people confidence and building resilience. And working with local groups, we want to deliver Open Days and Parent Days, which we know can be life-changing events.

Our wider ambition is to change the environment for people who stammer - there are two broad arenas we are working in; first on work and the understanding of 'good' communication skills and reasonable adjustments. And second, and more broadly, we need to work on public understanding of stammering. A key achievement for us next year is the volume and quality of media coverage which is NOT concerned with 'overcoming' stammering.

2019 TIMELINE

January	<ul style="list-style-type: none">Stamma vote takes place, results announced. Work begins on new websiteKate Dickson joins the staff team on commsHelpline expands to run every weekdayOffice refurbishment continuesWorking with Give Clarity on SalesforceRecruitment re finance officer
Feb	<ul style="list-style-type: none">Rachel Everard joins the staff team as service directorManisha Vora joins the staff team as finance officerBSA begins series of surveys with members re services and experienceStaff training on salesforce, website development
March	<ul style="list-style-type: none">Working with web developers Effusion re new websiteOffice refurbishment completeExploration of virtual call centre optionsStaff training on salesforce, website developmentExpansion of surveys / workStamma shoot for website
April	<ul style="list-style-type: none">Testing the new helpline helpline platformStaff training on salesforce, website developmentDeveloping digital advertisingPromotion of 10K runs in May & JuneRecruitment of volunteers for new helpline
May	<ul style="list-style-type: none">Recruiting & training volunteers on new platformGDPR process working with Sidley Austin LLCOffice moves across to new IT cloud systemSaleforce development work pulling across dataWebsite development setting up automated forms re sign upManchester 10K run
June	<ul style="list-style-type: none">Salesforce - members and supporters imported over to platformHelpline service relaunches with new number and new opening timesAshurst LLP provide pro bono advice re Employment & DisabilityNew website, Stamma.org launchedFirst 3 new stamma leaflets launchedAttended the World Conference for people who stutter in Iceland
July	<ul style="list-style-type: none">Outdoor campaign launches 17th JulyScroobius Pip announced as new PatronOnline shop launched
August	<ul style="list-style-type: none">Outdoor campaign continuesMembers asked to confirm details online & reminders sentCall for nominations re GC
September	<ul style="list-style-type: none">Outdoor campaign ends 5th SeptStamma shoot for ISAD campaign2018 Accounts completed and uploadedCandidate papers prepared re Trustee Election
Oct	<ul style="list-style-type: none">New Stamma posters readyTeachers leaflet launchedISAD outdoor campaign launchedBSA Annual review booklet printedVoting commences for Trustee electionLottery grant application submittedI Stammer cards & travel pass holders added to the shop
Nov	<ul style="list-style-type: none">CAF & Just Giving data imported to SalesforceRecruitment starts re Service Lead & TreasurerNew online sales platform created to sell T-shirts & bags, stamma.storeAGM