

# Name Change Consultation Document

Ménière's Society – March 2022

# Review name and positioning project

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Thank you for your interest in the Meniere's Society name and positioning project.

## Project objectives

### Objective 1

To define mission and vision statements for the Ménière's Society.

### Objective 2

To review the name and strapline for the charity to determine if it adequately represents what we do as an organisation.

## Current project status:

Objective 1                      ✓ COMPLETED (see page 2).

**Objective 2**                      **This document outlines the consultation process for reviewing the Society's name and strapline.**  
(see page 3).



## Objective 1

### Ménière's Society – Mission, Vision and Values

The Ménière's Society is the only registered charity in the UK dedicated solely to supporting people affected by dizziness and balance problems caused by vestibular disorders.

#### **Our Mission**

We're here to help people with inner ear (vestibular) disorders. We provide essential support and information to enable people to cope positively and get the right diagnosis. We are a voice for sufferers within the medical community and raise awareness for greater public understanding. We work towards a brighter future through investment in vital medical research.

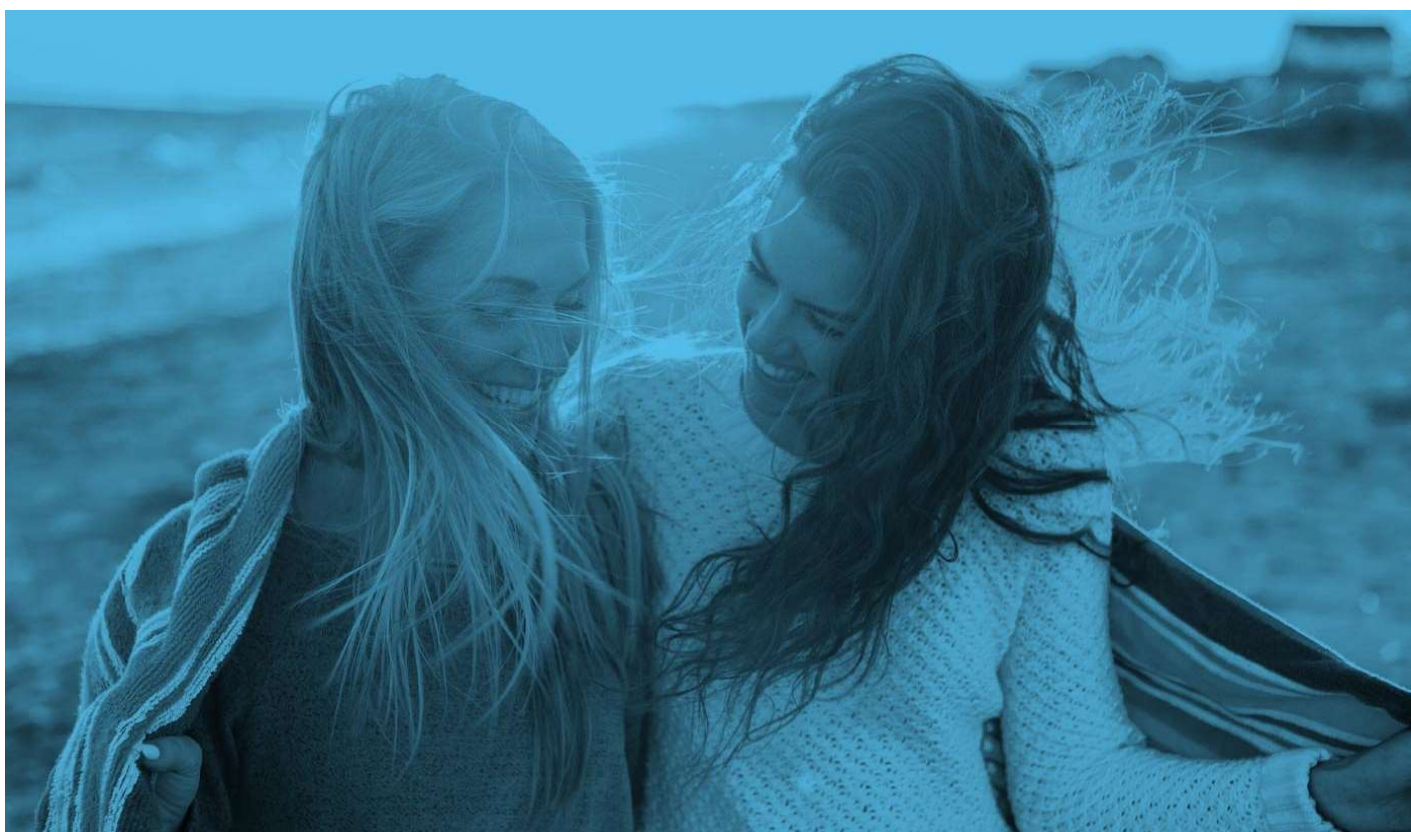
#### **Our Vision**

Our vision is a world in which no-one suffers with vestibular disorders.

#### **Our Values**

Our work is guided by our belief and commitment to the following values:

- Empathy - *talk to us; no-one should feel alone with dizziness*
- Care - *we can help you find the support you need*
- Community - *bringing patients and professionals together*
- Knowledge - *we will continue to support vital research*
- Understanding - *greater awareness of vestibular disorders*



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## Objective 2

**To review the name and strapline for the charity to determine if it adequately represents what we do as an organisation.**

### **Proposed consultation to investigate:**

Whether stakeholders feel it would be advantageous to change our name and, if so:

- Suggestions for a new name
- Strapline suggestions

You are asked to complete a short survey to tell us what you think. The survey should take less than five minutes to complete. The link to the survey will be provided separately to this document.

The results of this consultation will enable a review which may decide to retain the name or to put forward a proposal for a new name to the Membership at an AGM, or an EGM, as required.

Thank you for your participation.



<b>DISCUSSION 1: THE CHARITY'S NAME SHOULD BE REPLACED</b>	<b>DISCUSSION 2: THE MENIERE'S SOCIETY NAME SHOULD REMAIN</b>
<b>AWARENESS</b>	
<p>The Ménière's Society is always going to appear incredibly niche and the name means nothing to most people without an explanation. They would never guess that it covers a significant percentage of adults (and a high percentage of older adults) who suffer from vertigo, balance or dizziness. A name that has some meaning will help gain recognition and awareness (or at least a name that does not describe a smallish subset of the people we support).</p>	<p>We have been growing the Society's name and reputation among supporters and the wider public for over 30 years. Many health professionals are familiar with our work, who we are and what we do. The name 'Ménière's Society' does not exclude us from supporting other inner ear conditions (e.g. BPPV, vestibular migraine, labyrinthitis) as currently we are able to support people with these conditions and would continue to do so.</p>
<b>POSITIONING AND INCLUSIVITY</b>	
<p>The recent survey made it clear that most of our supporters who responded suffer from Ménière's (88% of respondents). This is not representative of the range of conditions we support. Some sufferers of other conditions will be happy to subscribe to and support the Ménière's Society but others will struggle to identify the relationship with their condition (as they do not have Ménière's). Some will feel less attached and a bit of an outsider because of the name. A change in name may also lead to a change in business model to be more appropriate for those without a chronic condition.</p>	<p>Ménière's is a long term vestibular condition – Ménière's Society can be all encompassing of vestibular conditions in the same way the Alzheimer's Society supports all forms of dementia. We have a good reputation with our existing supporters and already provide support and information to those with a range of vestibular conditions. By changing the charity's name we may end up being less niche/unique; there are currently no other UK organisations solely supporting vestibular conditions and this gives us our USP. It's important we have a clear 'vestibular' focus.</p>
<b>FUNDRAISING</b>	
<p>The awareness and inclusivity arguments feed into our fundraising activities. If you do not suffer from Ménière's you are probably less likely to send Christmas Cards, wear a T-shirt, sell raffle tickets etc and equally if you do not appreciate the range of conditions and the number of people we support you are less likely to donate or sponsor.</p>	<p>If the charity's mission, vision and values are clear and we carry on raising the profile of our organisation, there is no reason why our fundraising support cannot be maintained and increased. People will support a charity for what it does and the benefits it provides to those in need.</p>



<b>DISCUSSION 1 (CONT): THE CHARITY'S NAME SHOULD BE REPLACED</b>	<b>DISCUSSION 2 (CONT): THE MENIERE'S SOCIETY NAME SHOULD REMAIN</b>
<b>CORPORATE RELATIONSHIPS</b>	
<p>Companies do not warm to charities that are very focused and not relevant to many people. The name makes it hard to get their interest as it will almost certainly mean nothing to potential partners.</p>	<p>The Society has been established for over 30 years and is still going strong. We are a unique charity and it's important to target and build relationships with companies who support the charity's mission, vision and values.</p>
<b>RISK AND COST</b>	
<p>Changing our name is a low risk exercise. We have practically no business or consumer awareness beyond our contacts (social media followers, website members, members, purchasers, fundraisers). And all of these contacts are easily communicated to a programme of communications covering the reasons and the process followed by a gradual change in the name will retain our brand awareness. We can keep most of our branding and corporate identity with only the name changing and so it should be an inexpensive project.</p>	<p>It can be expensive and time consuming to change an organisation's name. We are a small team; would we have the capacity to manage this kind of change well? The charity would be 'starting again' with our branding/awareness, etc - is this worth this risk? Could we be jumping out of the frying pan into the fire? Are we clear of the benefits to changing; why would it be better? Some bigger charities have been unsuccessful with rebrands.</p>



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