



Junxion helped the **BC Epilepsy Society** grow its membership by *more than 400%* in three years.

## Case Study: BC Epilepsy Society

When Junxion began working with the *BC Epilepsy Society*, it was struggling through a period of unprecedented turmoil.

Along with the Executive Director, half of the Board of Directors had resigned from the Society. The Volunteer Coordinator had been elevated to acting Executive Director, and the President—a volunteer Director and a busy financial services professional—

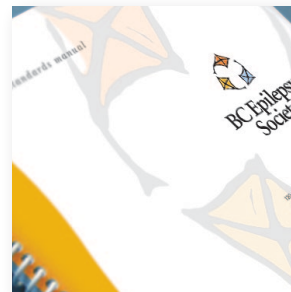
was working 20-30 hours per week to keep the struggling Society open for business. BC's neurologists, arguably the most influential medical professionals in the lives of those living with epilepsy, did not trust the Society. Consequently, they were hesitant to refer their patients to the Society, or even to its website, for services or information.



**BC Epilepsy  
Society**



For these reasons and more, the Society was inward looking and unable to reach beyond the Lower Mainland due to shortcomings in resources and personnel.



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Given British Columbia's size and rugged topography, it's an ongoing challenge to deliver support services throughout the province to the nearly 40,000 people living with epilepsy and their families.

Junxion Strategy worked with the *BC Epilepsy Society* to clarify its mission to serve this diverse audience, and develop effective brand leadership and brand communication strategies, enabling the Society to grow its membership more than 400% in three years.

### How We Helped

Junxion began by volunteering Principal Mike Rowlands to sit on the Board of the Society, directly delivering a strategic perspective to the team of volunteer Directors. Working in collaboration with the Board and staff, Junxion clarified the core values of the Society, consolidating its mission around support, education and empowerment. We also helped staff develop a five-year strategic plan—the first in the Society's nearly 50-year history.

We then worked to integrate the ambitious plan into a cohesive and uplifting Brand Communication Strategy. Beginning with a new Brand Identity and positioning strategy, Junxion updated all the Society's print, online and broadcast materials, including their first radio and television public service announcements. We also developed a powerful new website that acts as the online ambassador of the Society.

### ► Measuring Success

Today, the *BC Epilepsy Society* is a thriving not-for-profit organisation, delivering support services effectively throughout BC. The Society's reach has resulted in membership rising more than 400% in the last four years, while donations have risen more than 300%. Symbolic of the Society's remarkable turnaround has been the invitation by BC's neurologists to speak at their annual conference every year since 2006.

