

Key Messaging Guide

Part of the St Michael's Brand Kit



St Michael's
Hospice

Key Messaging Guide

Introduction

At St Michael's Hospice, the way we talk about ourselves matters. Whether it's in a presentation, a conversation with supporters, a press interview, or a fundraising appeal, we want people to hear the same story: who we are, what we do, and why it matters.

That's why we've created a set of Key Messages. They're short, clear, and memorable, so that anyone, colleagues, trustees, partners or supporters can use them with confidence. These messages reflect our purpose, values, and the heart of the care we provide.

This guide explains:

- How to use the Key Messages
- Tips for using them in everyday situations
- Where to find more detail if you need it

How to Use the Key Messages

Think of the Key Messages as building blocks. You don't need to use them word-for-word, but they should guide how you talk about St Michael's Hospice.

Pick the right message for the moment. If you're talking to a local business about sponsoring us, "How we are funded" will be really useful. If you're giving a talk to community groups, potential supporters, schools etc, "Who we are" or "Why it matters" might be the best starting point.

Keep it natural. Use your own voice. The important thing is that the meaning stays the same, even if the words change slightly.

Don't overload people. Choose one or two key messages that fit the situation rather than trying to say everything at once.

Add colour with stories. The messages are short on purpose. Bring them to life with personal experiences, patient stories, or examples of community support.

Key Messaging Guide

Tips for Different Situations

1. Presentations or Talks

- Start with one strong key message to set the tone.
- Repeat it near the end so it sticks.
- Use a story or example to show what it looks like in real life.

2. Media Quotes, Articles & Publications

- These messages work well in anything written for external audiences whether it's a media quote, an article, a company bio, a case study, or even a white paper.
- Keep lines short and clear so they're easy to lift straight into print.
- Add facts, stats or short stories alongside the key message to make it credible and engaging.

3. Conversations with Supporters

- Keep it simple and heartfelt.
- Focus on "Why it matters" and "Our unique role" to help people connect emotionally.
- If they ask about funding, use "How we are funded" to explain clearly.

4. Internal or Team Use

- Use the messages to remind ourselves of what we stand for.
- They can be included in team updates, briefings, or colleague inductions to keep everyone aligned.

Key Messaging Guide

The Key Messages

Here are the six core messages we should all be confident using:

Why it matters

Everyone deserves to be treated with comfort, compassion, and respect when they're being cared for. Our care makes a real difference, ensuring patients experience symptom relief and are treated as a person, not just a diagnosis, while families receive the emotional and practical support they need during and after their loved one's journey.

How we are funded

Only a small percentage of our funding comes from the NHS. The rest is made possible by the generosity of our community through donations, gifts in wills, fundraising events, charity shops and the dedication of our volunteers. This support enables us to offer expert care free-of-charge for all, for as long as they need it.

Our approach to care

At the heart of our work is the 'St Michael's Way', a distinctive care approach grounded in knowledge, integrity, and respect. We empower patients and families to make informed decisions, ensuring personalised, compassionate, and high-quality care at every step.

Our unique role

St Michael's Hospice is more than just a healthcare provider; we are a trusted local lifeline. Deeply rooted in Herefordshire, we understand and respond to the specific needs of our community, offering not only expert palliative care but also vital emotional support throughout the journey.

What we do

We deliver expert palliative care to adults with life-limiting conditions, whether at our hospice, at home, or in the wider community. We support families before, during, and after bereavement, helping them navigate the challenges of caregiving, loss, and grief.

Who we are

St Michael's Hospice is Herefordshire's only local provider of compassionate, expert palliative care. We are dedicated to helping individuals and their families live and die well, in comfort, and with respect.

Key Messaging Guide

Need More?

This guide gives you the essentials. If you need more detailed or tailored messages (for example, about the cost to offer our care, service delivery and more), please check the full [**Key Messaging Matrix by clicking here.**](#)

Final Word

Every time we talk about St Michael's Hospice, we have the chance to help someone understand our story, inspire support, or bring comfort. By using these messages with warmth and consistency, we make sure our community hears one strong, united voice, and that voice reflects the care and compassion we give every day.

For further information, guidance and support, please contact the Marketing & Communications Team.

