
FSSM (Fundació Sociosanitaria de Manresa)

Schedule

February – May 2017

Name of organisation

FSSM (Fundació Sociosanitaria de Manresa)

<http://www.fssm.es/>

Description of organisation's activities

FSSM (Fundación Sociosanitaria de Manresa) is a not-for-profit foundation that deals with social and socio-health equipment intended to improve the balance and quality of the lives of dependent persons mainly in the Bages area.

Why help?

FSSM is a well-established foundation that needs a name which is easy to recognise and recall, which conveys the history and values of the previous foundations and can act as a springboard for a prosperous new era.

Proposed mission

Marketing and communication consultancy. FSSM seeks guidance during the participative process regarding its change of name and needs a communication plan to raise awareness and its subsequent implementation.

Profile of the giving back consultant

FSSM seeks alumni familiar with or experienced in communication and marketing who would like to help them analyse and develop a new brand by sharing their experience and knowledge and providing methods and advice.