

WORK EXAMPLE

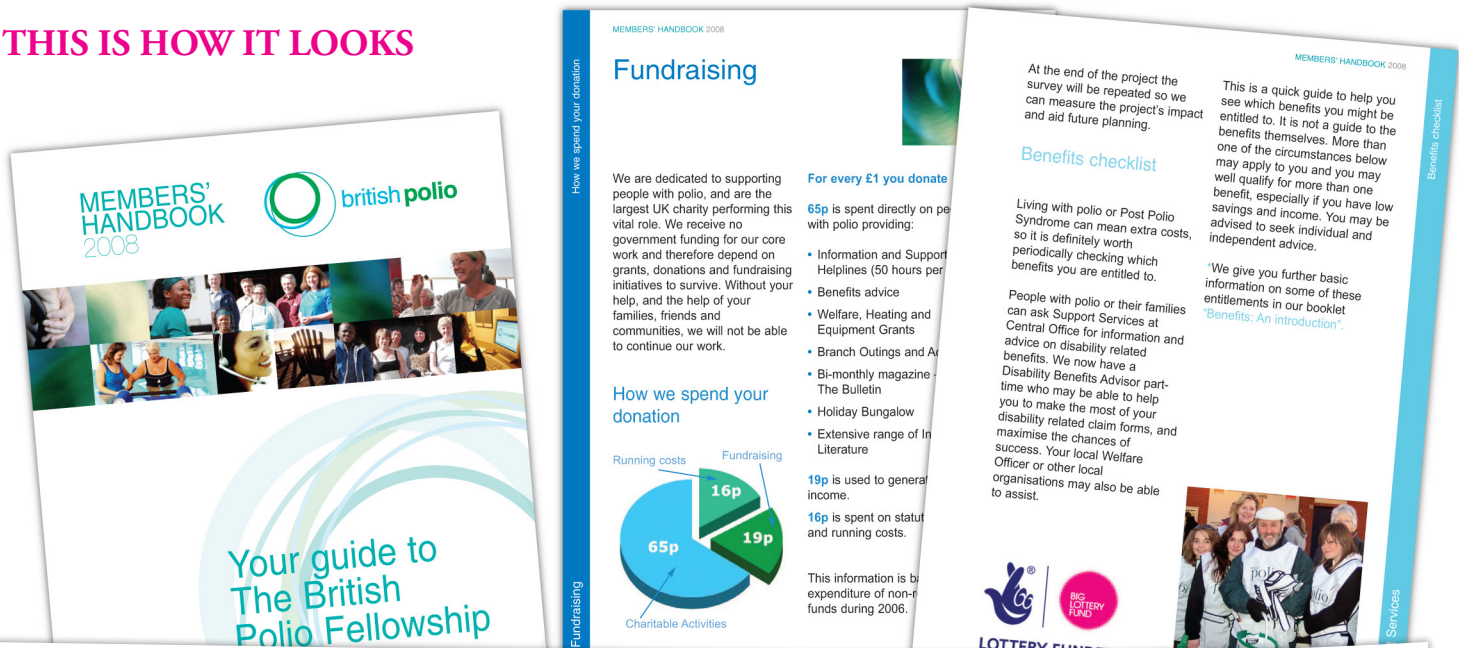
CLIENT

The British Polio Fellowship Members' handbook

BRIEF

Gather together disparate information into a 100 page handbook detailing all the services on offer to the members of this long-established charity. I was responsible for copywriting & project management.

THIS IS HOW IT LOOKS



SAMPLE COPY

During the 1930s, disabled people were shunned or, at best, tolerated by society. They were not expected to socialise, marry or work and were essentially treated as victims – passively receiving the charity that so called 'able-bodied' people chose to give them.

In this atmosphere, two people with polio met in 1938. Frustrated by society's approach to disabled people they decided to challenge attitudes and start an organisation "for people with disabilities, by people with disabilities." The British Polio Fellowship was born.

Since that time, we have built a national organisation which has greatly changed the lives of many people with polio.

TESTIMONIAL

"Meeting and working with Fiona has been a delight. Our first project together was to create the inaugural handbook for the British Polio Fellowship. This involved scraping together information from a multitude of sources and turning it into the brilliant guide it is today. Fiona acted as both copywriter and coordinator between creative agency and client, kept us all to keen deadlines and remained cheerful throughout."

Jackie Ball, Marketing Manager, The British Polio Fellowship

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