SWEAT FOR SIGHT 20/20 SUCCESS GUIDE

Thank you for participating in OneSight's Sweat for Sight Challenge! This guide gives you everything you need to get started, invite your friends, and tips and tricks to raise money to support OneSight programming!

The Sweat for Sight 20/20 Challenge:
- Participate on your own, simply complete 20 minutes of activity a day by walking, running, gardening, biking, dancing, etc.
- Share your daily activity on social media to help raise awareness of the importance of clear sight and keep us, your friends and family, and other participants around the world up-to-date on your activities by using the #SweatForSight hashtag.
- Encourage your friends and family to start their own challenges, and maybe even have a little friendly competition!

Here's how to get started:
- Log in (or create an account) at my.onesight.org
- Once logged in, type "Sweat for Sight 2020" into the search box at the top of the page
- Select the "Sweat for Sight 2020" team fundraising page
- Scroll down the page and click 'Join the Team'
- You'll be walked through a step-by-step process to confirm your goal and set up your individual page.
- Please name your page "[your first name] [your last name]'s Sweat for Sight 20$20 Challenge"
- Once your page is completed, you're ready to start fundraising!
- Use the links on your page to send emails or share on social media.
- Currently my.onesight.org is compatible with three currencies (USD, CAD, AUD) if your donor is donating from a country outside of these currencies they can still donate! Have them use a currency converter like this one: https://finance.yahoo.com/currency-converter/ and see what equals $20 USD in their currency. On their bank statement it will reflect the conversion from USD, CAD or AUD (depending on what they select) to their currency.

Step it up to include the 20$20 challenge:
- Share your Sweat for Sight challenge with friends and family via social media, email, text, phone calls, etc. and mention your goal of $20 from 20 friends along with the link to your campaign. Getting just 20 friends to donate $20 you will unlock a library of pre-recorded classes from around the world and a OneSight Swag Bag!

What Should My Challenge Be?

Pretty much anything that gets your blood flowing. We've compiled a list of suggested activities below, but keep in mind the options are endless!

- Doing things you enjoy
  - Biking
  - Hiking
  - Cleaning the house
  - Walking
  - Mowing the lawn (although you will probably have to mow your neighbors' lawns since yours probably doesn't need to be mowed every day for 20 days)

- Host a virtual fitness class
  - Yoga
  - Zumba
  - Teach a dance
  - Core strength
  - Bootcamp
  - Crossfit
  - Barre
  - HIIT

- Host a virtual tournament
  - Stair climber
  - Jump rope
  - Gardening (best transformation)
  - Steps per day/week
  - Sit-up challenge
  - Push-up challenge
  - Wall sit challenge
  - Have your participants use the Stridekick app or this google template to track progress. This will make it easy not only for you to track winners, but also to create a healthy competition between participants!
    - Stridekick Link: https://app.stridekick.com
    - Google Template Link: https://docs.google.com/spreadsheets/d/1x7F7dLbB0R0DUerN1IDH6Jhc1dckbWYSMxZBzRcLA8E/edit?usp=sharing

How to Recruit
Want to host an event or invite friends and family to join you in the Sweat for Sight Challene but not sure how to get participants? Here are some tips and tricks to help:

Post on your social media networks, text or email your friends and family and ask them to join you or donate and explain why you're participating in Sweat for Sight. Something like this:

- Did you know 1 in 7 people around the world can't get a pair of glasses now matter how badly they need them? Join me in closing the vision care gap! I have been challenged to do 20 minutes of physical activity a day for the next 20 days for OneSight's Sweat for Sight—and I challenge you to join me by signing up to participate in the link below: (Insert link to your My OneSight landing page)

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- Enhancement Tip: Add in why OneSight's mission is important to you, personal stories help deepen engagement!

- 20$20 Challenge: Share your Sweat for Sight challenge with friends and family via social media, email, text, phone calls, etc. and mention your goal of $20 from 20 friends along with the link to your campaign. Remember when you get 20 friends to donate $20 you will unlock the library of pre-recorded classes from around the world and a OneSight Swag Bag!

20$20 Challenge: The Greater Impact:
Invite 20 friends to donate $20, this simple ask is enough to help 40 people get a pair of glasses!

Sample Messaging:
"As you may know, I have been challenged to participate in OneSight's Sweat for Sight, where I have been doing 20 minutes of physical activity a day for 20 days! I am asking 20 of you to donate $20 to my challenge to bring an eye exam to someone in need as part of the 20$20 challenge." (add the link to your my.OS page to make donating easy)

Enhancement Tip: Share photos of your activities and a testimony as to how this is helping you get through COVID quarantine

Want to complete your 20$20 challenge faster to unlock the library of videos, or simply provide more impact to those in need? We've got some sample social media posts for you to use (feel free to make them your own). First though, a couple of principles:

- Take people on the journey with you. Let them know what day you're on out of the 20 days
- Brag a little bit! Talk about how many miles or steps or calories you've conquered so far
- Make it personal. Do you wear glasses? Do you have a friend or loved one who does? Help people understand how important glasses can be by sharing a little story about the difference they can make.

Sample Posts:
1. Day 2 of my #SweatForSight challenge. Did you know that 1 person in 7 around the world can't get a pair of glasses no matter how much they need them? That's why I'm {insert your physical activity here}. Help me give someone in need an eye exam today by donating $20.
2. #SweatforSight Day 3. $20 means two pairs of glasses for people in need. Will you help me make it a reality for them?
3. Day 4 and I'm working up a little #SweatforSight. It's 2020 and everyone deserves to have 20/20 Vision, can you donate $20 to help make it happen?
4. I'm ¼ of the way through my #SweatforSight campaign to help people in need get glasses. Did you know adults can be up to 35% more productive and earn up to 20% more per year with the help of a pair of glasses? Help me make that a reality for everyone who needs glasses but can't get them.
5. Day 6 of #SweatforSight: help me keep up the pace with a donation to help people get the glasses they need.
6. Still going strong with my #SweatforSight challenge. It's day 7. Speaking of 7, 1 in 7 people on our planet lack access to vision care. Join me in closing the vision care gap.
7. Day 8: Share a story of how you or a friend/family member relies on their glasses.
8. Glasses help students learn 2x as much and reduce dropout rates by 44%—help me give the gift of sight to a student in need. #SweatforSight
9. I'm halfway through my #SweatforSight challenge! 80% of learning in school is visual. Children who see better, learn better. Help me give the gift of sight to a student in need.
10. 1 in 3 students has not had a vision screening in the past 2 years, we can change this together. #SweatforSight

11. Another day, another 20 minutes of #sweatforsight. Did you know the risk of failing one grade level is 3 times greater for school children who have a visual acuity below 20/20? Join me in giving the gift of sight.

You get the picture. Your posts can be short & sweet, they just need to tell people what you're doing and why. Thank you again for helping OneSight. You make what we do possible. Together, we're changing lives, communities, and hearts all over the world one pair of glasses at a time.

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