



ONESIGHT WORKPLACE GIVING GUIDE

CAMPAIGN REMINDERS AND TIPS

First and foremost, we'd like to thank you for your interest in organizing a workplace giving campaign to benefit OneSight. We know that you're busy, so we want to make this as easy as possible.

HERE ARE A FEW QUICK REMINDERS AND TIPS TO HELP YOU LAUNCH YOUR CAMPAIGN:

- We recommend a two-month planning timeline and a 1-2 week launch period. The following steps are critical in the planning phase:
 - 1) Form a small committee of key staff members (HR, community affairs, marketing, etc.) who can help you implement and promote the campaign
 - 2) Get leadership involved in endorsing your efforts
 - 3) Secure a corporate matching gift (Studies show employees are twice as likely to donate when their companies offer donation matching)
 - Company Matching - Amplify an employees' generosity by doubling or tripling their donation
 - Dollars for Doers - When an employee gives time as a volunteer, donate funds to show support.
- Campaigns can happen any time that is best suited for your company - especially in conjunction with a Corporate Cares Day or Benefit Enrollment Period. **We also recommend organizing events around global awareness or fundraising days including:**
 - World Sight Day - A global event meant to draw attention on blindness and vision impairment held annually on the second Thursday in October.
 - #GivingTuesday - A global generosity movement unleashing the power of people and organizations to transform their communities and the world held on the Tuesday after Thanksgiving in the U.S.

- 1-2 weeks is the perfect amount of time to launch your campaign, get the message out, and make your ask without overwhelming staff. Employees can give via payroll deduction, online, or check.
- We have campaign materials, templates, forms and documents that can be downloaded and quickly customized for your campaign. Get started here: <https://onesight.org/workplace-giving-toolkit/>
- Employees can give via payroll deduction, online, or check and our team will collaborate with you to build a campaign that fits your company's needs. For donations made online or by check, please consider a company match.
- Remember that every campaign is different and will be unique to you and your company's needs

And last but not least, remember that we're here to help! Please reach out to us if you have any questions, want to brainstorm an idea, or need assistance finding a template. Contact Brittany Alba at 513-283-9690 or balba@onesight.org.

DIY GUIDE FOR PLANNING A CAMPAIGN

Every campaign is different and will be unique to you and your company, so don't feel pressured to follow the timeline exactly. This particular template is for a two-week launch campaign and is meant to help you plan.

PLAN



4 -8 Weeks (or more) Before Campaign Begins

- Assemble Team for planning, begin regular meetings
- Review sample campaign materials (available for download here/[LINK](#))
- Determine Campaign Kick-Off Date: _____ & Finale Date: _____
- Establish Goal: \$ _____ & Budget: \$ _____
- Brainstorm themes and event ideas, including great kick-off ideas (reach out to schedule a quick call with OneSight staff)
- Get Leadership on board, discuss CEO or Leadership sending a solicitation letter (templates at <https://onesight.org/workplace-giving-toolkit>)
- Suggestion: studies show employees are twice as likely to donate if there is a corporate matching gift.
 - Company Matching - Amplify an employees' generosity by doubling or tripling their donation
 - Dollars for Doers - When an employee gives time as a volunteer, donate funds to show support.
- Discuss payroll/donation details with HR

3 -6 Weeks Before Campaign Begins

- Plan your kick-off and other events. Remember, if you feed them, they will come! Try to schedule at a time where the most people possible are able to attend—often, the BEST time is during a pre-existing meeting when most people will be present.
- Request marketing materials for your kick-off event by emailing Brittany at balba@onesight.org
- Request a OneSight Global Ambassador for your kick-off event by emailing Brittany at balba@onesight.org
- Obtain raffle prizes to use at your kick-off, finale and events. Check with vendors, local partners and OneSight (for select swag items).
 - Hint: some of the best prizes include additional PTO, extra work from home days, premium parking spaces, early access or tickets to corporate events, etc.
- Choose/compose emails, voicemails, newsletters, etc. to promote the campaign internally (templates at <https://onesight.org/workplace-giving-toolkit>)
- Confirm payroll/donation details with HR

2 -3 Weeks Before Campaign Begins

- Confirm CEO/Leadership involvement with Kick-Off
- Send email announcing Kick-Off date/time to entire workforce including internal Campaign Schedule
- Test payroll/donation sign-up with select employees

1 -2 Weeks Before Campaign Kick-Off

- Send email reminder for the Kick-Off
- Confirm details with speakers (CEO/Leadership, OneSight Global Ambassador)

1 -2 Days Before Campaign Kick-Off

- Send final email reminder for Kick-Off
- Distribute OneSight Campaign materials,

HELPFUL HINTS

A successful Kick-Off or event generally has these elements:

- OneSight Speaker
- CEO/Leadership Speaker
- Hands-on Activity
- Food! (seriously, this works!)

The speaker and activities can be requested by emailing Brittany at balba@onesight.org



BEGIN CAMPAIGN

Day 1 of Campaign (Kick-Off)

- Hold your Kick-Off! Make sure you scheduled all the necessary elements of a great event (including food!)
- Encourage Day 1 pledges with special prizing!
- Announce Schedule for the campaign and encourage participation

Day 3 of Campaign

- Hold raffle drawing for those who have given so far
- Share a patient story or compelling video about how glasses change lives

Day 5 of Campaign

- Host an off-campus small event like a OneSight volunteer event or happy hour.
- Send reminder to give or participate to those who haven't yet. [Update OneSight regarding your giving totals and employee participation](#)
- Congratulate and hold Raffle drawing for first week participants

Day 7 of Campaign

- Host an interactive, hands-on activity - email Brittany at balba@onesight.org for details
- Send email reminder about finale celebration
- Do a 'desk drop' with a reminder to pledge or participate, consider attaching to a piece of candy or gum.

Day 9 of Campaign

- Send final reminder to pledge
- Hold prize drawing for those who have participated

Day 10 of Campaign (Finale)

- Hold Finale event with CEO/Leadership, food, final prize drawing, announcement of prize winners over the past two weeks
- Collect pledge cards, if applicable. Announce total raised, percentage participation, and THANK EVERYONE! (OneSight can provide a thank you video)

END CAMPAIGN

Weeks After the Campaign

- Thank every donor!** (you can send an email, you don't actually have to find each person!)
- If using paper pledge cards, continue to follow the steps below.
 - Gather all outstanding pledge cards and email final report to OneSight.
 - **Make copies of payroll pledge cards for payroll department and give to your payroll department. THIS STEP IS VERY IMPORTANT!!**
 - Email Final Campaign Report to OneSight,
 - Mail checks and pledge cards to the OneSight lockbox using the yellow lockbox envelope from your campaign kit



**TOGETHER, WE'RE CHANGING
LIVES AND COMMUNITIES
FOR GOOD.**

