



WORKPLACE GIVING SAMPLE EMAILS

This guide gives you a few templates to work from when launching your organization's workplace giving campaign. These are meant to be thought-starters and there are a lot of ways they can be customized to the specifics of your organization (noted by phrases within brackets in the sample emails that follow). Two things that will really help:

- Give some thought as to why your organization chose to support OneSight; helping people understand that connection helps to make it clearer why they should support it individually
- Give some thought to why you personally feel a connection to OneSight's work—is there someone in your life who has trouble with their vision. What would their life be like if they couldn't get a pair of glasses or contacts to help them see better?

[EMAIL FROM CEO/LEADERSHIP BEFORE STARTING A CAMPAIGN](#)

[EMAIL TO COMPANY LEADERSHIP TO SENIOR LEADERS/MANAGERS EXPLAINING WHY WORKPLACE GIVING IS IMPORTANT](#)

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EMAIL FROM CEO/LEADERSHIP EMAIL BEFORE STARTING A CAMPAIGN

Example Subject Lines

Announcing our new workplace giving partner OneSight

Coming soon: workplace giving with OneSight

As we enter [open enrollment/workplace giving] season, we are excited to share that we have chosen OneSight as our nonprofit to support through our annual workplace giving campaign. Why OneSight? 1 in 7 people around the world suffer from vision impairment with no way to fix it. Helping people in need get access to quality, affordable vision care may not be the first thing you think of in helping people, but it really can make a difference in peoples' lives. Imagine getting up every morning and not being able to see the world around you clearly—your work, your world, even your family is out of focus.

OneSight is the leading global nonprofit organization bringing quality, comprehensive vision care to those who need it. Dedicated to ensuring more people see clearly and live better, OneSight meets people where they are with both short-term clinics that offer free eye exams and glasses, and more sustainable long-term vision care centers that help solve the problem for good in communities that lack access.

And finally, much like [Company name], OneSight is a leader in their sector, with a stellar reputation. They've been around for more than 30 years and have already served more than 10 million people around the world—this is a cause we can all feel good about supporting.

Join me in supporting OneSight this year. Together, we can fuel people's potential by helping them see clearly. To find out how to get started, visit onesight.org/workplace-giving. If you'd like more information, you can contact [name and email of your internal contact]. And be on the lookout for campaign details soon.

Let's help the world see together!

Best,

[Your name here]



EMAIL TO COMPANY LEADERSHIP TO SENIOR LEADERS/MANAGERS EXPLAINING WHY WORKPLACE GIVING IS IMPORTANT

Use this if you are wanting to influence the thinking of your leaders to begin a campaign.

Dear [Name of supervisor or executive],

Our workplace giving program is great for the community. It's good for our company too. Studies have shown workplace giving can lead to 7.5% greater employee engagement and up to 50% less turnover.

It's proven: empowering our employees to give back helps build a positive work environment. {add your company's connection to OneSight here} And by harnessing the power of our numbers, our help goes further to create real impact—the moment someone who can't see well puts on a pair of glasses, they are on the path to unlocking their full potential. Students learn more. Parents can earn more. Everybody wins.

Why OneSight?

1 in 7 people around the world suffer from vision impairment with no way to fix it. Helping people in need get access to quality, affordable vision care is an issue most people can rally behind. OneSight is the leading global nonprofit organization bringing quality, comprehensive vision care to those who need it. Dedicated to ensuring more people see clearly and live better, OneSight meets people where they are with both short-term clinics that offer free eye exams and glasses, and more sustainable long-term vision care centers that help solve the problem for good in communities that lack access.

How Can We Help?

Promoting OneSight during our workplace giving campaign is an easy way to engage our employees and make a lasting impact. From payroll deduction to team fundraising competitions and volunteering, there are many ways our employees can get involved. And your dedication can inspire their support.

For more information about how we can get involved with OneSight, visit onesight.org/workplacegiving.

[add in a statement of why OneSight's work is important to you] Thank you for considering OneSight for our workplace giving program this year.

Best,
[Your name here]



CAMPAIGN KICKOFF EMAIL TO EMPLOYEES

Example Subject Lines:

New! OneSight Workplace Giving Opportunity 🧐❤️

Help People See Clearly — Give to OneSight 🧐

Let's Help the World See Clearly

OneSight + Workplace Giving

Did you know that 1 in 7 people around the world suffer from vision impairment with no way to fix it? Here at [Company Name], we believe everyone deserves to see their family, their work, their classroom, and their world clearly. That's why we're partnering with OneSight for our annual workplace giving program.

Why OneSight?

OneSight [add link to: [OneSight.org](https://www.onsight.org)] is the leading global nonprofit organization bringing quality, comprehensive vision care to those who need it. Dedicated to ensuring more people see clearly and live better, OneSight meets people where they are with both short-term clinics that offer free eye exams and glasses, and more sustainable long-term vision care centers that help solve the problem for good in communities that lack access. Their work changes lives, communities, and hearts for good—and we can be a part of it.

How Can We Help?

Our workplace giving campaign for OneSight begins [XXXX Date] and ends on [XXXX Date] with some fun events along the way. {Optional sentence if your company does matching gifts} And during our campaign, [Company Name] will make your dollars go further by matching your generous gift. If even a fraction of our employees make a commitment, think of the impact we could make together.

To give you an idea of the power of your donation, just \$10 provides a pair of glasses to someone in need. A gift of \$20 gives that person a comprehensive eye exam. And \$30 gets them both. That means students learn more, adults have more opportunity to improve their skills and earning potential, and it helps to build a more equitable world.

From payroll contribution to volunteering, you can change lives, communities, and hearts with OneSight. For more information about how you can get involved, contact [Name] in HR at [Contact Information].

Thank you for considering giving to OneSight.

Best,

[Your name here]



CAMPAIGN KICKOFF EMAIL

Example Subject Lines:

Help People See Clearly — Give to OneSight 👁️

Clear Sight is 😊 — Give to OneSight

New! OneSight Workplace Giving Opportunity 👁️❤️

OneSight + Workplace Giving

Did you know that 1 in 7 people around the world suffer from vision impairment with no way to fix it? That means not having the ability to see their work, their schoolwork, their families or even their world clearly. At [Company Name], we believe everyone deserves access to quality vision care and clear sight. That's why we're kicking off a campaign to benefit OneSight with powerful giving opportunities through our new Workplace Giving Program.

Why OneSight?

OneSight [Link to: OneSight.org] is the leading global nonprofit organization bringing quality, comprehensive vision care to those who need it. Dedicated to ensuring more people see clearly and live better, OneSight meets people where they are with both short-term clinics that offer free eye exams and glasses, and more sustainable long-term vision care centers that help solve the problem for good in communities that lack access.

How Can We Help?

Our new workplace giving campaign for OneSight begins [XXXX Date] and ends on [XXXX Date] with some fun events along the way. [Optional Sentence] And during our campaign, [Company Name] will make your dollars go further by matching your generous gift. If even a fraction of our employees make a commitment, think of the impact we could make together.

To give you an idea of the power of your gift—just \$10 provides a pair of glasses to someone in need. A gift of \$20 gives that person a comprehensive eye exam. And \$30 gets them both. From payroll deduction to volunteering, you can help support OneSight as they work to close the global vision care gap.

For more information about how you can get involved, contact [Name] in HR at [Contact Information]. Thank you for considering giving to OneSight.

Best,

[Your name here]



CAMPAIGN REMINDER EMAIL

Example Subject Lines:

Reminder: Help People See Clearly — Give to OneSight 🧐

OneSight Needs Our Help 🧐 Remember to Give

Reminder: X days left to give to OneSight

Let's Start Changing Lives

Our workplace giving campaign for OneSight is underway, and we need your help. Together, we can help more of the 1.1 billion people around the world who need access to quality vision care. OneSight is already making a huge impact by helping people in need see better and live better. On average, they see 3,522 patients a week through charitable and sustainable programming.

Simple but Powerful

Every person OneSight helps who needs a pair of glasses gets the frames of their choice, lenses made just for them and hope of realizing their potential.

Will you give and help us make a difference in someone's life? Our workplace giving campaign ends on [XXXX Date]. [Sentence about planned events/competitions]. [Optional Sentence] And during our campaign, [Company Name] will make your dollars go even further by matching your generous gift.

From payroll deduction to volunteering, you can help support OneSight all year long as they work to close the global vision care gap. For more information about how you can get involved with OneSight, contact [Name] in HR at [Contact Information].

Thank you for considering giving to OneSight.

Best,

[Your name here]



CAMPAIGN REMINDER EMAIL #2

Example Subject Lines:

Will You Join Us in Giving the Gift of Clear Sight? 🙄

Remember to Give to OneSight. X Days Left

OneSight Needs Us 🙄 Remember to Give

Just a Reminder about OneSight

OneSight's solutions stretch from our own backyard around the world. With 1,944 temporary clinics and 181 permanent vision centers in the US and around the world, OneSight is already making a huge impact on vision care globally—but they need our help.

You still have time to give to OneSight and change the life of someone in need. Our workplace giving campaign ends on [XXXX Date]. [Sentence about planned events/competitions]. [Optional Sentence] And during our campaign, [Company Name] will make your dollars go even further by matching your generous gift.

Your Gift Goes a Long Way

A gift of just \$10 provides a pair of glasses to someone in need. A gift of \$20 gives that person a comprehensive eye exam; \$30 gets them both.

[Add any additional incentives for participating in your campaign]

From payroll contributions to volunteering, you can help support OneSight all year long as they work to close the global vision care gap. For more information about how you can get involved with OneSight, contact [Name] in HR at [Contact Information].

Closing the Gap in The Gambia

In 2013, OneSight piloted a revolutionary solution to close the vision care gap for an entire population — providing all 1.8 million people in The Gambia with permanent access to vision care.

Before OneSight became involved, there was only one eye doctor in the entire country. With the help of the Gambian government, OneSight established seven permanent, vision centers and one manufacturing facility. Today, those centers are locally-owned, operated and self-sufficient, ensuring the population's vision care needs will be met for years to come. Read more about OneSight's approach here: OneSight.org/Solutions

Thank you for considering giving to OneSight.

Best,

[Your name here]



FINAL CAMPAIGN REMINDER EMAIL

Example Subject Lines:

Last Chance to Give to OneSight 🙄👁️

Only X Days Left to Give to OneSight 😞

Your Chance to Help OneSight still Awaits

Last Call for Workplace Giving!

Our workplace giving campaign for OneSight is coming to a close, but there's still time to give. Clear sight is at the core of how we fight some of humanity's greatest challenges—illiteracy, poverty, even inequality. Together, we can help change that.

How Does Your Donation Help?

Here's where your money goes and the difference it makes. Just think how many people we can help when we work together.

- Just \$10 provides a pair of glasses to a child in need so they can see the board clearly, get a better education and reach their potential.
- A gift of \$20 provides a comprehensive eye exam and hope for someone who can't get a good paying job because of a vision care problem.
- And \$30 provides both glasses and an eye exam to someone in need so they can be more productive and successful in their job and community.

What to Do Next

Will you give and help us make a difference? Our workplace giving campaign ends on [XXXX Date], but it's not too late to take advantage of our company matching program and make your generous donation go even further.

[Add any additional incentives]

From payroll contributions to volunteering, you can help support OneSight all year long as they work to close the global vision care gap.

For more information about how you can get involved with OneSight, contact [Name] in HR at [Contact Information].

Thank you for considering giving to OneSight.

Best,

[Your name here]



THANK YOU EMAIL AFTER CAMPAIGN ENDS

Example Subject Lines:

Thank You for Giving to OneSight

We See You. 🙏We Thank You.

Thank You for Making a Difference with OneSight 🙏

Thank You for Making Our Giving Campaign a Success! 🙌

We Raised XXXX for OneSight! High Five 🙌

Thank You!

Our workplace giving campaign for OneSight is officially over—thank you for all your support! Together, we enrolled X people to get involved with OneSight through our workplace giving program. Congratulations to [XXXX] for [winning the raffle/contest/competition, etc.].

Don't Stop Here!

Because of our support, OneSight will be able to ensure more people see clearly and live better. But OneSight's mission to help the world see better doesn't end here. For more information about how you can get involved with OneSight, contact [Name] in HR at [Contact Information].

Thank you for your generosity!

Best,

[Your name here]