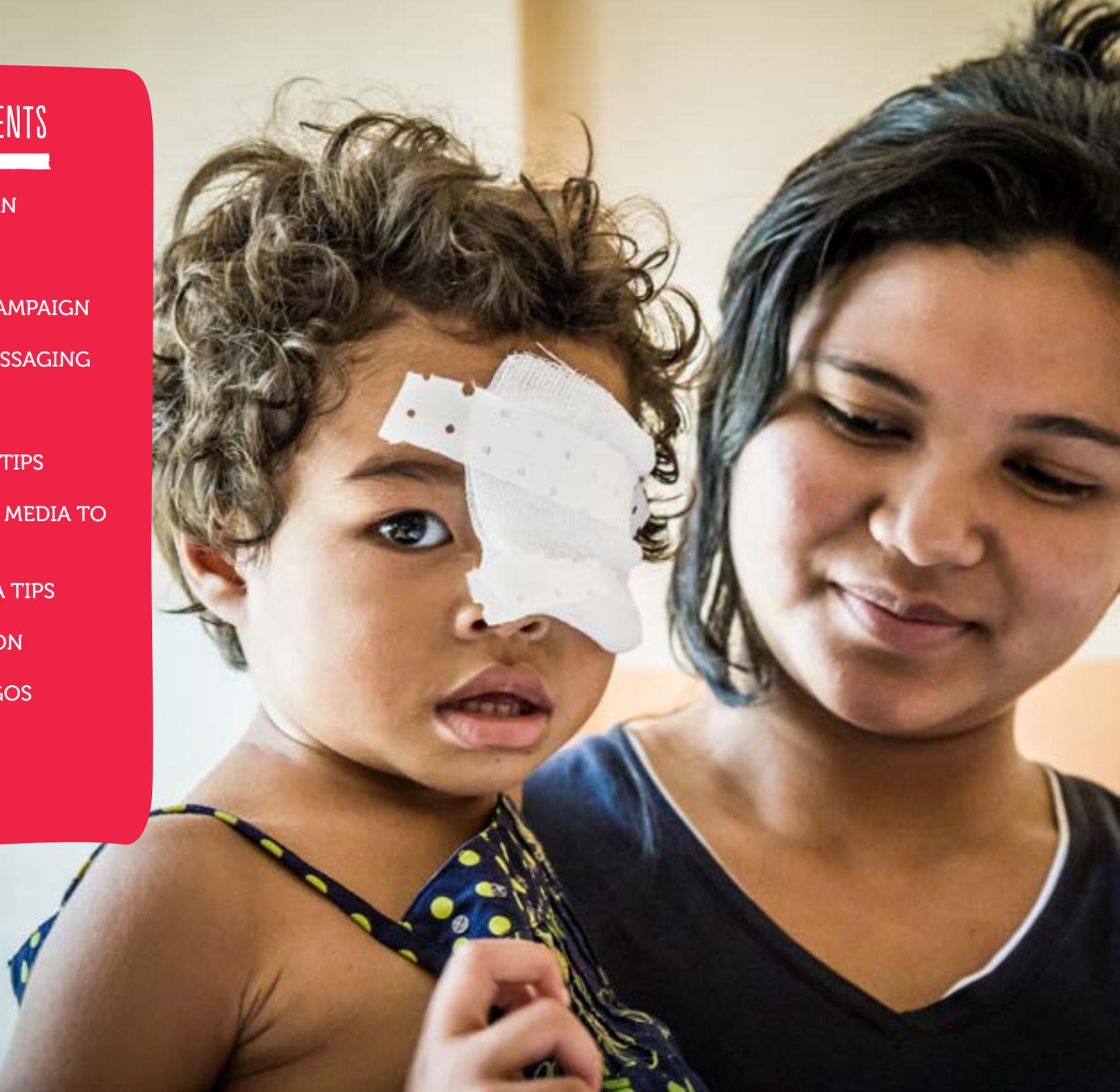




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## INTRODUCTION

Thanks for fundraising to provide eye care in remote, rural communities for people in need. Your efforts will change lives!

As you'll learn in the following pages, Seva Canada's mission is to restore sight and prevent blindness in developing countries. This means bringing high-quality eye care to the farthest corners of the globe. By getting involved and breaking down barriers to eye care, you can ensure the power of sight is within everyone's reach. Our programs are only possible because of people like you.

Quite simply, by fundraising for Seva, you are committing to bringing sight-saving treatments through eye screenings, surgeries, and Community Eye Centres in remote areas. That makes you a sight superhero.

Of course, even superheroes like you need resources. We've pulled together this little kit to help you maximize your impact in some of the world's most remote communities. In the following pages you'll find images, stories, and key messages to use in your fundraising efforts.

Thank you (because we can't possibly say that enough).

The Seva Canada team

## ABOUT US

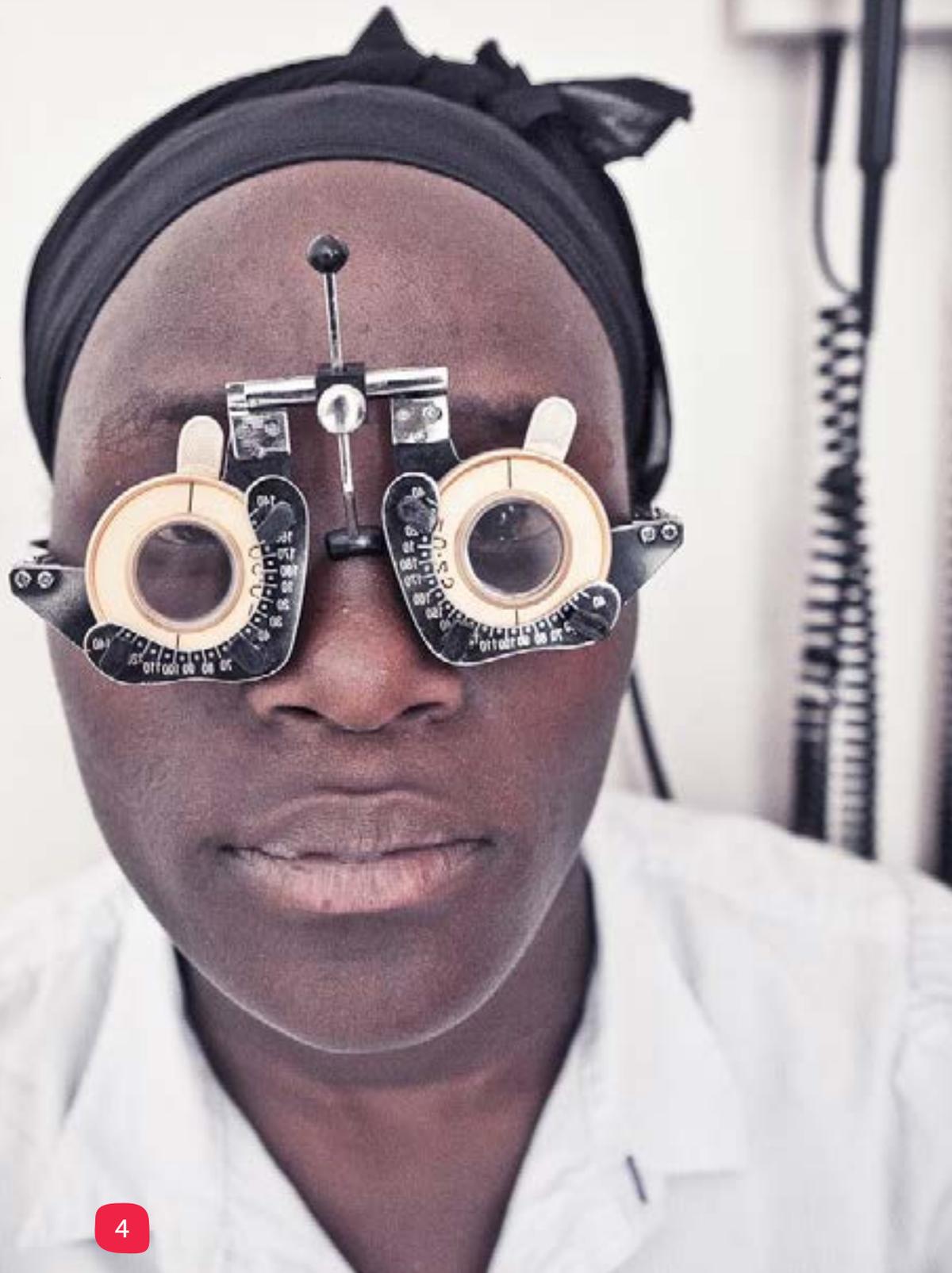
Seva Canada's vision is a world in which no one is needlessly blind or visually impaired.

Pronounced "say-va", Seva is a Sanskrit word for service. We believe that everyone has the right to sight. Seva Canada was founded in 1982, and since then more than 4 million people have regained their vision - all because of people like you.

We work in many of the world's poorest places to restore sight to those in greatest need. Through partnerships, we work to establish locally-managed eye care programs that will continue to serve people and communities long after Seva's involvement is no longer needed.

We work with these local partners to create sustainable eye care programs that achieve long-term change, are culturally sensitive and reach those most in need - women, children and people living in extreme poverty and isolation.

Restoring a person's sight and preventing blindness can relieve suffering, reduce poverty and transform lives.



## THIS YEAR'S CAMPAIGN

Our supporters have helped more than 4 million people regain their sight and provided comprehensive eye care services to millions more. With your help, we'll be able to add to that number, and we're so grateful you want to be a part of that.

The money you raise this year will fund projects in remote and rural communities. By raising funds, you are helping restore sight and prevent blindness in some of the poorest regions of the world through training, surgery, glasses, medicine.

### WHY SIGHT?:

#### **It's a solvable problem**

39 million people around the world are blind, and another 246 million people are living with visual impairment. The good news is that 80% of global blindness is treatable or preventable. In fact, half the world's blindness is caused by cataracts, a reversible condition that requires a 15-minute, \$50 operation, to fix.

#### **It breaks the cycle of poverty**

Blindness and poor vision can keep people trapped in a vicious cycle of poverty. By restoring sight and preventing blindness, people are able to better care for their health, contribute to their communities, and lift themselves and their families out of poverty.

#### **It leads to education and opportunity**

Globally, 18 million children are visually impaired or suffer from blindness. Children who have trouble seeing are often unable to get an education. Those who have their sight restored are given an average of 50 years of sight, allowing them to learn, play, and build brighter futures.

#### **It empowers women and girls**

Two-thirds of the world's blind are women and girls. Seva's community-based programs tackle the social, economic and cultural barriers that prevent women and girls from getting the care they need. As a result, women and girls are empowered to lead productive lives and reach their full potential.

#### **There's a profound and immediate impact**

Most eye care treatments change lives instantly. A pair of glasses brings the world into focus. A 15 minute, \$50 cataract surgery restores sight and hope. A \$2.50 medicine for eye infections prevents decades of blindness and suffering. High-quality eye care creates an immediate and lasting impact.

#### **There's a ripple effect for generations.**

When you give one person their sight back, you give two people their lives back. 75% of visually impaired people need assistance with everyday living by a child or adult. With their vision restored, children can go to school and adults can return to work. When more people are able to lead productive lives, entire communities have a chance at a better future..

## CAMPAIGN MESSAGING

Here are the most important messages you can share during your fundraising campaign:

- Women and girls from rural areas in developing countries face many barriers, but being blind doesn't need to be one of them.
- You can make sure the power of sight is within everyone's reach - even if a hospital isn't.
- Help provide access to eye care for people in the most isolated corners of the globe.
- No child's sight should suffer simply because of where they were born.
- Few people in poor, rural areas in developing countries have eye care services nearby, nor the resources to travel great distances to get to them.
- Where you live shouldn't determine if you can see.

### SEND EYE CARE TO REMOTE COMMUNITIES:

- Just \$50 can provide sight-restoring cataract surgery for an adult.
- \$150 can provide cataract surgery and follow-up care for a child.
- \$500 can help build a Community Eye Centre.



## BRAND VOICE

When we write or communicate anything, we use an intelligent, human and down-to-earth tone. We strive to be a giving and trustworthy presence in the world, reflecting a global sensibility while still being relatable and welcoming. We like to communicate in empowering and inspirational ways to encourage people to find out more, participate and donate.

THANK YOU FOR REPRESENTING SEVA!

## FUNDRAISING TIPS

Once you've set up your fundraising page, you can get the ball rolling with a few simple steps.

*If you need any inspiration personalizing your page or help getting things up and running, visit [bit.ly/Fundraise4Seva](http://bit.ly/Fundraise4Seva).*

### MAKE THE FIRST DONATION TO YOUR FUNDRAISING PAGE

- Others are more likely to donate if they can see that someone already has. By kicking fundraising off yourself, you're also showing people that you're personally and financially invested in the cause.

### SEND EMAILS

- Email your closest network of friends and family (5 - 10 people).
  - They are the most likely to support you and donate. This will help build a good foundation of donations.
- Email close contacts (10 - 15 people).
- Email or message coworkers, other relatives and contacts - As many as you have and feel comfortable approaching.
- Ask donors to share your fundraising page with their network to inspire more people to get involved.

The most important thing you can add to this (and any) message is why you are fundraising and what the cause means to you. Let your family and friends know why this matters — that's what resonates the strongest.

[Find more tips on writing effective and engaging fundraising emails here.](#)

## THANKING & UPDATING

- As your friends, family and network supports you and gets behind the cause, keep thanking them on social media and make sure you continue to share your progress towards your goal.
- Make sure you communicate the impact donations will have — and the lives they will change!

**Fundraising fact:** Research shows that the closer you are to reaching your goal, the more likely others will donate.

## USING SOCIAL MEDIA TO FUNDRAISE

Once you've sent your emails out, it's time to engage your social media networks.

**Fundraising tip: Emails are more effective in getting donations from... well... everyone... so be sure to start with emails before moving on to social media posts.**

### SOCIAL MEDIA TIPS

- The average person needs to be asked three times before they give. Balance this without spamming your friends and contacts.
- Don't make every post an "ask." Share inspiring news, stories, anecdotes, and facts about the cause as well.
- When your posts do include an "ask", make sure to link to your fundraising page. This makes it as easy as possible for people to take action.
- Tag and thank people that have already donated while you are asking for new donations (unless they would rather remain anonymous). This spreads your message further and lets everyone know that people are already getting behind you. Tagging people is easy! Just use the @ symbol, directly followed by someone's name/username

### BEST PRACTICES

Social media can be daunting, but it's quick and easy to get the hang of. Just be yourself, use the hashtags and include an image or video.

Create posts for each social media channel - each is a unique format with its own requirements, personality and style.

#### TWITTER

- This social channel is a fast moving news stream. Post and post often
- 4-5 posts a day. The average lifespan of a tweet is between 15 20 minutes
- Best times to post: Afternoons, Wednesdays, Saturdays and Sundays

#### FACEBOOK

- Posts with photos tend to increase engagement and visual interest and help tell your story
- 1 post a day
- Best times to post: 1pm, 3pm on Fridays and Saturdays

#### INSTAGRAM

- Engagement stays consistent throughout the week on Instagram. Posts with context and personalization get the most likes and comments.
- 4-5 posts a week
- Best time to post: Afternoons

## SOCIAL MEDIA TIPS

### SAMPLE POSTS

#### Facebook

Susanna lives near Musoma, Tanzania. She only has one eye — and that eye is completely blind. She has very little independence and relies on others every day

Thanks to Seva supporters, Susanna received sight-restoring cataract surgery. The following day, Susanna's eye patch was removed and she was able to see again! Within minutes, she stood up and began walking around on her own.

Women and girls from rural areas face many barriers, but being blind doesn't need to be one of them. Join me in giving the power of sight to women like Susanna for just \$50.



[\(link to your fundraiser page\)](#)

#### Twitter

Sample Post: Just \$50 can provide sight-restoring cataract surgery for an adult in a developing country. Join me in providing #SightForAll ([link to your fundraiser page here](#))

#### Instagram

Sample Post: Access to eye care changes everything, and for just \$150, you can provide cataract surgery for a child. Join me in helping make change in remote communities around the world. You can make sure the power of sight is within everyone's reach - even if a hospital isn't. Click on the link in my bio to donate to my fundraiser and help make #SightForAll possible. #SevaCanada

### CAMPAIGN HASHTAGS

- #SightForAll
- #SevaCanada

### SOCIAL ACCOUNTS

Link to Seva Canada's social accounts occasionally to connect your friends and family to ongoing storytelling and news related to eye care in developing countries.



## SEVA IN ACTION

Telling sight stories is one of the most compelling and powerful ways to show the impact a donation can make. Supporters like you are changing the lives of many people in remote communities in developing countries, and we've included some of their stories to share.



**When you give one person back their sight, you give two people back their lives.**

### RAM BAHADUR PANDEY

In the mountains of Nepal, Ram's wife guided him step by step.

When Ram Bahadur was young, he had two eyes and perfect vision. Things started to go very wrong when he lost his left eye in an accident. The traditional healers he visited were unable to provide the care that would have saved his eye, and he could not afford a doctor. Then, as he aged, he developed a cataract in his only remaining eye, robbing him entirely of his vision and independence.

His wife cared for him faithfully, leading him by the hand, guiding him to his food, taking him to the washroom and looking after all of his needs. She brought him to a Seva eye camp in the hope of restoring his sight. You could see on her face the heavy burden she carried.

Ram received cataract surgery. The following day, Ram's eye patch was removed and he was able to see his wife's face. Within minutes, he stood up and began walking around on his own, heading over to the eye chart.

While his was a quiet happiness, his wife was clearly thrilled. Her ecstatic smile showed how relieved and happy she was that both of them had regained their independence and dignity. She told us that she was so happy that she would not have to lead him everywhere including to the washroom!



## LIN SEOUTH

**For Lin Seouth, cooking for her children and grandchildren was dangerous.**

When Lin Seouth began to steadily lose her vision, her everyday tasks becoming harder and harder. She started cooking by taste because she kept confusing salt and sugar.

She began to constantly burn her hands. Her children stepped in and forced her to stop before she injured herself severely. Lin has four children as well as grandchildren to care for her, but during the harvest season they are in the fields and she is left alone, unable to provide for them or fend for herself.

Lin's son-in-law heard about Seva's work and brought her to an eye screening where Lin was diagnosed with cataracts. Lin was terrified of the cataract surgery as she had never had any type of operation before.

Lin was transported to the eye hospital by Seva. After her surgery and bandage removal, she was so excited to be able to see everything again. When she returned home she couldn't believe how much her grandchildren had grown since she last saw them clearly. Grateful that she won't miss any more moments in their lives, Lin held back tears as she thanked all the Seva donors who gave her back her sight.

**2/3 of the world's blind are women and girls**



## HERY | 10 YEARS OLD

In a slum in Antananarivo, Madagascar, a ten-year-old boy named Hery dreams of being a doctor.

Hery lives with his sister and his Grandma Lucie. His mother died of alcoholism when he was young so Lucie washes clothes to care for the family.

Hery works hard in school and has dreams of one day becoming a doctor. He always patches up injuries when other kids hurt themselves playing, he's a natural. But last year his dream almost died. A classmate punched Hery resulting in a traumatic cataract that robbed him of vision in one eye. He bumped into furniture, struggled to read, and could no longer play soccer, his favourite sport, with his friends.

After his sight-restoring cataract surgery, provided by Seva donors, he could see again. Hery and his grandma were ecstatic. "He'll be first in his class now," beamed a proud Grandma Lucie.

"I am going to study hard to become a doctor" exclaimed a smiling Hery, "And now I can play soccer with my friends!"

Children who have their vision restored are given an average of 50 years of sight.



## IMAGES & LOGOS



We want to make sure you have everything you need to share Seva's story, so we've included the following assets:

- Images, photos and videos for emails, social posts and fundraising pages
- Social media profile and banner photos
- Seva logos

[GET IMAGE PACK](#)

## CONTACT

Fundraising can seem daunting at first, but you're not in this alone! Contact us if you need some support, guidance or have any questions. We're here to help.

Email: [admin@seva.ca](mailto:admin@seva.ca)

A group of young women, likely students, are seated in a classroom. Many are wearing light blue school uniforms. They are smiling and clapping, suggesting a celebratory or appreciative atmosphere. The background shows a chalkboard and a window.

THANK YOU

Thank you again for fundraising for Seva! Your commitment to providing eye care to people in the world's most remote areas will empower entire communities to have a brighter future.