



HOW COULD YOUR LOCAL COMMUNITY GET INVOLVED?

Reaching out to your local community will ensure that you maximise all awareness and fundraising opportunities whilst ensuring that the campaign's message reaches a wider audience.

Independent Fundraising

Some community groups may wish to fundraise and support charities independently. Having a contact or connection within the community group will make it easier for you to introduce OcuMel UK and our campaign.

Community Events

You may decide to organise an event which will involve inviting your local community to support your fundraising efforts. Community events are an important aspect of everyday life that help encourage people to play a more active part in society and raising funds for a good cause can help bring people in a community closer together.

Local Businesses

- **Raffle prizes/ donations**

Most small businesses, such as greengrocers or local convenience stores, may want to support their local community. If you are approaching local shops it is worth going in person, especially if they know you, (remember to take a letter saying what you would like printed on OcuMel UK paper).

- **Sponsorship**

Businesses are more likely to give sponsorship to people they know. Some companies like to encourage their staff to get involved in community activity, so may be more likely to donate to a charity event that is being organised by someone who works for them. Don't be shy about using any connections you have.

Opticians

Inviting your local Opticians to support our campaign can have many advantages. They could:

- Display our leaflets and information instore.
- Welcome you into their store to promote our campaign.
- Offer you an agreed amount of free or discounted eye examination vouchers which you could then pass onto local community groups.
- Encourage their employees to take part/ fundraise either individually or as a store.
- Agree to the placement of an OcuMel UK static collection tin in their store.
- Promote our campaigns key messages by sharing our social media posts with their followers.

Other Community Groups:

- Beavers/ Cubs/ Rainbows/ Brownies/ Guides - Churches/ Religious groups -
- Schools/ Colleges/ Universities - Sporting Clubs: football, golf, rugby, swimming -
- Social clubs – Hobby groups – Gym -