# MEET THE BLIND MONTH 2013

October is an exciting time for us as we utilize the Meet the Blind Month national campaign to increase awareness of, and support for, the NFB as the country’s leading resource on living well with blindness and innovative education and rehabilitation for the blind. While NFB affiliates work on community activities throughout the year, Meet the Blind Month provides a time for nationwide focus on public awareness during the month of October.

During Meet the Blind Month, NFB chapters throughout the country are encouraged to conduct a variety of activities to spread this message to their local communities. NFB members are asked to interact with the public in a number of venues, providing outreach to groups and individuals, including those who are losing or have lost vision. The NFB Jernigan Institute supports these grassroots activities by coordinating the nationwide campaign and by providing access to videos and other supplementary materials.

For your convenience, a list of Innovative Events Ideas, an Event Submission form, and other useful documents can be found on the [Meet the Blind Month homepage](https://nfb.org/meet-blind-month). You can also request materials by contacting Ilana Posner via e-mail or phone. To ensure your event is promoted through the NFB Jernigan Institute, please submit the Event Submission form on or before **Tuesday, September 24, 2013**. However, if an event is not submitted by the deadline, it may still be submitted by Thursday, October 31, 2013, to be entered in Challenge #2: Outreach, if it meets the points-system requirements. Please see below for Challenge #2 details.

**GUIDELINES**

**TEAM NAME**- This is the keyword associated with your affiliate. It will be used whenever a donor wishes to make a pledge, which is explained in greater detail in the “Donations and Pledges” subsection below. The team name should be between 2 and 15 characters long; however, it is recommended that you choose either an abbreviation of your state or a concise state-identifying team name that is easy to remember and hard to misspell. This will help ensure that your donations are fulfilled, and will allow your affiliate and other affiliates to track your fundraising progress. The following are examples of appropriate team names: UTAH, CALI, NFBMD, and AZ. Please note that team names are not case-sensitive.

**INTRODUCING CHALLENGE #1 - FUNDRAISING**

The NFB is the recognized resource, supporting vision loss, blindness, and rehabilitation. Without adequate funding, the NFB will not be able to provide the necessary resources to its members. Please see below for information on our fundraising challenge.

**FUNDRAISING GOAL:** We are excited about our nationwide fundraising goal! With your help, we are going to raise $62,403! Each affiliate and chapter participating in Meet the Blind Month is encouraged to contact Ilana Posner by Tuesday, September 3, 2013, 5 p.m. (EDT), via phone or e-mail, to solidify your affiliate’s pledge. Please call Ilana on or before Tuesday, September 3, to discuss any questions or concerns about solidifying a challenging yet attainable pledge.

The nationwide goal may seem daunting but *we can* raise this money! The rationale behind the amount of $62,403 is broken down as follows:

* Total Nationwide Goal: $62,403
* Average Nationwide **Daily** Goal for the Month: $2,013 (Yes, because it is the year 2013)!
  + 2,013 multiplied by the 31 days in the month of October = $62,403.
* Average Daily Goal divided by 52 states: $38.71 each day, per state!

**Ideas to help meet the daily state goal OF $38.71**:

* Designate two members every day during the month of October to each raise $20.
* Reach out to your network. Ask five people to donate $8.
* Teach, don’t sell. It is much easier to ask for a donation once you’ve taught an audience about the heart and soul of the NFB and the programs we implement. This shows potential donors where their money is going.
* Make the goals of your request very clear. Why are you asking for the money?
* Demonstrate the impact that a small donation may have, using concrete examples that reference specific programs.
* Before, during, and/or after your event or activity, ask the community or event attendees to text a donation to 41444. Please see the “Text Donation” subsection below for more details.

The NFB will announce via social media and e-mail when your affiliate meets and/or exceeds its pledge commitment! Once Meet the Blind Month has concluded, the top five affiliates who raised the most money will be recognized on the Meet the Blind Month homepage and through social media.

**DONATIONS AND PLEDGES:** A person may donate/pledge via text, cash, or check. Please see below for further information. We will be tracking all donations online so that each affiliate will have the option of viewing not only their own progress, but can also compare their progress to that of other affiliates. For details on progress tracking, please see the “Viewing an Affiliate’s Progress” subsection below.

**TEXT DONATION:** As previously stated, each affiliate will have its own team name, which serves as the keyword needed to text in a donation. Each donor will text his/her respective affiliate’s [KEYWORD] with the amount he/she wants to donate and his/her name to 41444.

For example:

To: 41444

MD $100 Ilana Posner

The donor will then receive two messages.

1. The first message presents the official terms, explaining how to receive help or stop the text messages from recurring.
2. The second message thanks the donor for giving ***and*** indicates the next step. [It is important to note that just because a donor sends an initial text to 41444, it does not mean the donor has completed the donation.] The donor may either wait for Mobile Giving’s call center to call and guide the donor through the payment process, or the donor may click on the link associated with the second message. The resulting web page will ask for some brief information, including the mobile number, e-mail, first and last name, street address, credit card number, expiration and Credit Card Verification (CVV) number, and amount to be donated. Finally, the donor will then click the “Send Donation” icon.

Donations are collected for the benefit of the National Federation of the Blind by the Mobile Giving Foundation and subject to the terms found at [www.hmgf.org/t](http://www.hmgf.org/t). Messaging and data rates may apply. You can unsubscribe at any time by replying STOP to short code 41444; reply HELP to 41444 for help.

**CASH OR CHECK DONATION**: If an affiliate receives cash or check donations, please contact Ilana immediately via e-mail or phone to ensure that the donations are promptly entered into the system. Checks may then be mailed to the NFB Jernigan Institute. Cash should be deposited into a local bank account and a check drawn for that amount should be sent to the NFB Jernigan Institute.

**VIEWING AN AFFILIATE’S PROGRESS**: Once each affiliate selects a team name, Ilana will create an online-progress thermometer that is associated with a URL. When a donation is pledged, the thermometer rises in real-time, reflecting the donated amount toward the affiliate’s goal. Additionally, the URL-referenced web page indicates each pledged donation, the affiliate’s pledged commitment goal, the amount raised thus far, the amount of money remaining to reach the goal, the fundraising end date, and the amount of money exceeding the designated goal, when applicable.

Each affiliate’s progress thermometer will be viewable on the Meet the Blind Month homepage and can also be extracted for individuals to post and share when soliciting donations online. When doing so, the following template may be used:

“Text [KEYWORD] the amount you want to give and your name to 41444. Then click the link to complete your donation or wait for a call from us.”

The same verbiage can be used on flyers, brochures, social media, in email, and/or via word of mouth to encourage donations.

**CHALLENGE PERIOD**: The challenge will take place during the month of October, beginning with the first day of the month and ending with the last day of the month.

**ELIGIBILITY**: Your affiliate or chapter must meet its pledge commitment on or before Thursday, October 31, 2013.

**PRIZE**: Announcements will be made via social media and e-mail when your affiliate meets and/or exceeds its pledge commitment! Once Meet the Blind Month has concluded, the top five affiliates who raised the most money will be recognized on the Meet the Blind Month homepage and via social media for bragging rights.

**INTRODUCING CHALLENGE #2- OUTREACH**

Generate the most community involvement during a single event or activity in October.

**CHALLENGE PERIOD**: The challenge will take place during the month of October, beginning with the first day of the month and ending with the last day of the month.

**ELIGIBILITY**: We are introducing a points-system based upon the number of people in the community who get involved in one of your events. Please see below for a rubric.

* + - * 1-5 people……..5 points
      * 6-10 people…..10 points
      * 11-15 people…15 points
      * 16-20 people…20 points
      * 21-25 people…25 points
      * 26-30 people…30 points

In order for your affiliate or chapter to qualify for the challenge, you must have 30 points or more. This is equivalent to between 26 and 30 community members reached through an engaging event or activity. Each affiliate and chapter is encouraged to participate in the challenge. You can submit your event for qualification by filling out a Challenge #2 Qualification form, found on the [Meet the Blind Month homepage](https://nfb.org/meet-blind-month), and emailing it to [iposner@nfb.org](mailto:iposner@nfb.org). You may complete a new Challenge #2 Qualification form each time your affiliate hosts a qualifying event. Every form that is submitted will be entered into a drawing from which one winner will be chosen and awarded a prize at the beginning of November. The more qualifying events your affiliate implements for this challenge, the greater the opportunity of winning!

**PRIZE**: The drawing winner will be awarded a plaque. The winning affiliate will also win a flag that can be displayed during general session at the next NFB national convention. Remember, the more events that qualify, the better your chances are for winning! The winner will be announced during the month of November.

**ADDITIONAL INFORMATION**

**LITERATURE:** Requests for literature may be made online via the Meet the Blind Month homepage, or by contacting Ilana Posner at (410) 659-9314, extension 2283, or via e-mail at [iposner@nfb.org](mailto:iposner@nfb.org). Please submit your requests one month prior to your event to ensure prompt arrival.

**PROMOTION:** Do you want help promoting your event? Call Ilana Posner at (410) 659-9314, extension 2283, as soon as possible for ideas and suggestions on how to best market your event.

**DEADLINES TO REMEMBER**

* September 3:
  + Your affiliate’s team name
  + Your affiliate’s pledge and/or call to discuss and solidify a challenging yet attainable pledge
* September 24:
  + Your event(s) for promotion
* October 31
  + Last day to collect donations toward your fundraising pledge
  + Last day to submit your event(s) to qualify for the outreach challenge

As you plan your events and your competitive side shines through, it is important to remember we are all “competing” toward the same goal: to increase awareness of, and support for, the National Federation of the Blind. Keep this in mind as you create and implement your innovative events to inspire members in your community!