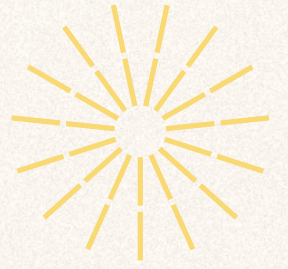




unite to light



GIFT OF LIGHT PARTNER PACKET

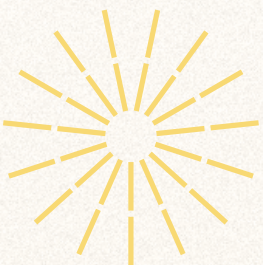
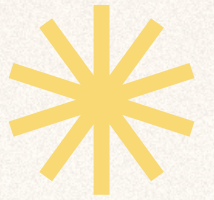


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unite to light

UNITE TO LIGHT OVERVIEW



Unite to Light envisions a world where every person has access to clean, affordable light and energy. We provide low cost solar lighting and energy to people living without electricity to improve global health, education, prosperity, and fight climate change. As a not-for-profit 501(c)3, we manufacture and distribute efficient, durable, low cost solar lamps and solar chargers to people living without electricity. Since 2011 we have delivered over 200,000 solar lights to people in 80 countries.

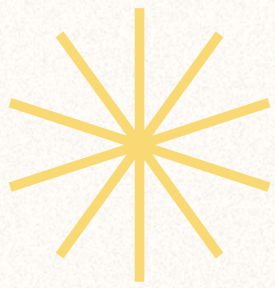
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PROGRAM OVERVIEW



The Gift of Light Partner Program (GOLPP) aims to expand access to solar light and power for people living without electricity. Unite to Light seeks to partner with other nonprofits to serve people who are most in need and can be helped by access to solar light and power. The GOLPP requires participation from partners to ensure that more people have access to light and power than Unite to Light could support on its own. Partnership opportunities range from discounted products, to co-fundraising, grant writing, and donations of solar lights and chargers.



PARTNERSHIP OPTIONS

We find it most impactful when we partner on multiple fronts to make our dollars go further and expose us all to new networks. We support projects to help students study at night, equip midwives with the tools they need to save lives, and offer help and hope to those suffering from natural disasters and living unsheltered. We have outlined a few different ways you might choose to partner with us.



PARTNERSHIP OPTIONS

ONE

BUY ONE | GIVE ONE WEEK

- The BOGO week works on a Buy One, Give One basis wherein consumers can purchase lights and chargers on our website and for every one we sell, we donate one to your organization.
- Through this partnership, you advertise our BOGO program to your network in any way you choose. You then receive the “give one” product for that time period. If you have an active newsletter or social media presence, this partnership is for you. [Click here](#) to sign up for your BOGO week.

TWO

FUNDRAISER

- Any individual or group with a passion for service can fundraise to bring light to the world. Unite to Light offers fundraising tools built into our website that make crowdfunding and peer-to-peer fundraising easy, fun, and free. [Click here](#) to check out our fundraising page.

THREE

PURCHASE LIGHTS & CHARGERS

- This partnership is a great opportunity if you have a donor or sponsor.
- We offer discounted rates to anyone who buys lights or chargers for a project helping those without electricity. Deliver power to the communities in need for a discounted rate when you order a minimum of 10 lights or 5 chargers.



EMAIL MARKETING TEMPLATES



Utilizing your network is essential to a successful fundraiser. We have compiled a few templates that you can use to market your fundraising efforts.

**Note on how to use the templates - please insert your appropriate information into the bracketed areas [] and hyperlink the websites listed.

EMAIL MARKETING TEMPLATES

ONE

BUY ONE | GIVE ONE TEMPLATE

- Indicate if you would rather have people purchase Luke Lights and/or Chandler Chargers.

Title: Help Us Light the World!

We are fundraising for portable Solar Powered Chandler Chargers [and/or Solar Luke Lights] for [insert beneficiary information].

[DATE] is our Buy One | Give One (BOGO) sale with Unite to Light. That means if you visit this link [<https://www.unitetolight.org/buy-one--give-one.html#/>] and purchase a BOGO product on Unite to Light's website, you will be donating one to our fundraiser AND you will receive one. These [Lights and/or Chargers] are great for camping, your emergency kit, bedside reading and anywhere else you need portable power and light.

[Insert information about how your beneficiaries will use these Light and/or Chargers. Why this is an important project for your organization/community.]

Both the Chandler Chargers and the Luke Lights are the best in class for efficiency, durability, and energy production. They were designed for people living without electricity and meet a variety of energy and lighting needs. To view the specifications and details, visit this link [<https://www.unitetolight.org/buy-one--give-one.html#/>].

Our goal is to generate [insert goal] [Chargers and/or Lights] this week. Remember that for every one you buy, we get one! Please share with your network. Together we can light the world!

Thank you for your generosity.

EMAIL MARKETING TEMPLATES

TWO

FUNDRAISING EVENT

- You may need to adjust the information to align with your event.

Title: Please join us and our efforts to light the world by participating in our fundraiser with Unite to Light!

[Insert name of your organization] has partnered with Unite to Light with a goal of raising [insert goal] to go towards improving access to clean, safe, and efficient solar light and power to those living without electricity. [Insert information about how your beneficiaries will use these funds. Why this is an important project for your organization/community.] Please consider joining us and our efforts to light the world by visiting [insert link to fundraiser].

Thank you for your generosity.



SOCIAL MEDIA TEMPLATES

For those who choose to partner with us through our Buy One | Give One program, we have provided social media templates that can be used to advertise the program online.



SOCIAL MEDIA TEMPLATES

BOGO SOCIAL MEDIA POSTS & SAMPLE CAPTIONS

- [Click here](#) to view the folder of downloadable social media graphics.



- Sample caption to use with photos:

Help Us Light the World!

During the following [1-2 weeks], we are fundraising for portable Solar Powered Chandler Chargers and Solar Luke Lights for our Buy One, Give One sale!

[DATE] is our Buy One, Give One sale with Unite to Light. That means if you purchase the BOGO product on Unite to Light's website, you will be donating one to our fundraiser AND you will receive one.

[Insert information about how your beneficiaries will use these Light and/or Chargers. Why this is an important project for your organization/community.]

Our goal is to generate [insert goal] [Chargers and/or Lights] during these two weeks. Remember that for every one you buy, we get one! Please share with your network. Together we can light the world!

PHOTO GUIDE

This year, we are requiring our partners who receive our products to document their experience with the Gift of Light program by taking photos of the positive impacts you are making. Aim to gather at least 2-3 photos with captions. Keep in mind that these photos do not have to include people's faces (hands, back of heads, etc. with products are fine). See our photo guide to better understand what we are looking for.



PHOTO GUIDE

We are excited to partner with you to bring light to the world! Having photos is one of the best ways to show our impact and tell the story of the need for electricity across the globe. Try to snap a few photos from each category listed below — the more the merrier! Individuals need to give consent (and parent's consent if the subjects are children). If available, please capture your photos on a camera and deliver them unedited.

ONE

INDIVIDUAL PHOTOS: IN THE LIGHT

- In well-lit lighting with the light or charger in their hands. Look at the camera and smile!



TWO

INDIVIDUAL PHOTOS: IN THE DARK

- Individuals using the light or charger in their home or business. Looking at the camera isn't necessary, but we would like to see their face.

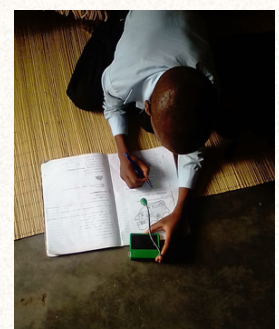


PHOTO GUIDE

THREE

SMALL GROUP PHOTOS

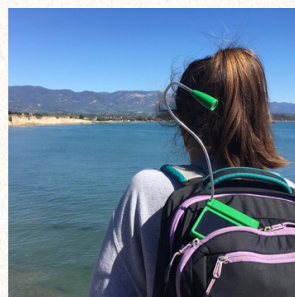
- In a well-lit setting, gather 2-4 people. Snap a close-up of them looking at the camera.

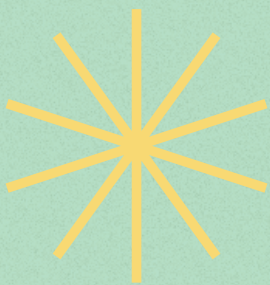


FOUR

PRODUCT PHOTOS

- Choose a well-lit setting and show how the light or charger is being used. Show your geographic location or the unique ways you use the product! This is also a great option for sensitive populations or those who don't want their faces showing.



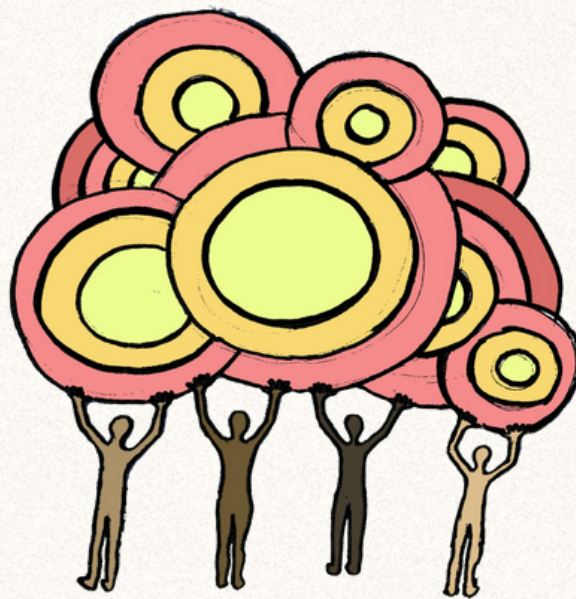


CHECKLIST FOR SUCCESS

- Choose a partner fundraising option (BOGO Week or Fundraiser)
- Compile marketing materials (with our templates or create your own)
- Market your fundraiser to your network at least 2-3 times (via email and social media)
- Utilize our photo guide to document your light and charger distribution
- Submit a short summary of your project (1 page), including impactful stories on how your lights and chargers made a difference in your community (include the photos you took). This is required as part of the GOLPP.



THANK YOU



TOGETHER WE MAKE THE WORLD A
BRIGHTER PLACE, THANK YOU.

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