

# South Dakota 4-H 20/20 Vision Project

## Launch Guide Sheet

December 1, 2020

### ***Introduction:***

Each year, South Dakota 4-H hosts an annual statewide community service project, empowering youth and families to give back to those in need on a local, state, national, and international level. The State 4-H Ambassadors on the Teen Leadership Conference Committee select several community service project ideas, which are presented to participants of the annual Teen Leadership Conference (TLC) throughout the duration of the event. At the end of the week, participants vote on their most liked project to be held in the following 4-H year (October-September). This process provides for youth voice when selecting the topic of the project. The advisors of the State 4-H Ambassadors, collaborate with the TLC committee to design and launch the project to the membership and county programs. The launch includes project description and processes, messaging, promotional assets (graphics, flyers, etc.), and other items as needed or requested.

### ***2020-21 Statewide Community Service Project Topic:***

The project topic that was selected by teen participants at the 2020 virtual Teen Leadership Conference is the *20/20 Vision Project*. This project empowers individuals across South Dakota to donate gently used eyeglasses to ultimately be gifted to those experiencing visual impairments. An estimated 123 million people globally experience uncorrected refractive errors (URE) in both far and near sightedness (World Health Organization, 2020). These errors can be corrected with the use of eyeglasses. Thus, **our goal is to donate 2,020 pairs of glasses** statewide by the completion of the project.

### ***The Process:***

In order to provide flexibility in implementation of this project, two processes have been identified. These processes are outlined below. Each process can be modified to fit the needs of the county 4-H office and its constituents, just as long as proper impact tracking (number of items donated) can be verified. A clearinghouse has been created in order to easily access project documents and assets. For access to all documents, visit: <https://sdsu.box.com/s/da5h84iaei5dhfw7g2mm0dc0zxv0pxyn>.

### Internal Collection Process (Process A):

This process allows county 4-H offices to have more control and oversight over the final number of eyeglasses donated, as the initial collection box will be located within the 4-H office or facility. If there is not a recipient location within your direct communities, it is recommended that this is the process to be used so that coordinated trips can be made to the nearest location to deliver donated glasses.

*Pros:* Assures accuracy in impact reporting at the conclusion of the project. *Con:* Places more work on the county 4-H office staff. Reduces the number of potential drop off locations in a community.

#### Process Outline:

1. Identify a local, regional or mail-in eyeglass recipient location. Use the potential recipients list below to identify a location. For all locations (other than ReSpectacle), it is worth a phone call to be sure that they are still accepting eyeglass donations during the pandemic, as some locations in your community might be closed or have simply removed the collection box in an effort to reduce the spread of COVID-19.
  - a. Potential recipients:
    - i. *Lions of South Dakota* - Lions sponsored collection boxes are located in many communities across South Dakota. Visit the [Lions Eyeglass Bucket Collection Sites](#) document for a complete listing of Lions sponsored collection boxes.
    - ii. *Walmart or Sam's Club Vision Centers* - Most Walmart or Sam's Club Vision Centers have collaborated with the Lions Club to host a collection box within their centers.
    - iii. *ReSpectacle* - This non-profit organization accepts mail-in donations of gently used glasses. Your office will have to cover the cost of shipping. You can find more information about this organization [HERE](#). Mail your donated glasses to the following:  
ReSpectacle  
529 2<sup>nd</sup> Street, Suite 100  
Hudson, WI 54016
2. Select a donation box to be housed in your office (or other location of choice). This box can be any box of your choosing, with limited branding already present.
3. Attach the [20/20 Vision Project Box Label](#) to your donation box.
4. Edit the promotional material to fit the needs of your county. These documents are located under the 'Promotion' section below.
5. Promote the project using the suggested messaging and promotional assets in the 'Promotion' section below.
6. Donate away! Individuals, families, clubs, etc. (4-H and non-4-H) can make donations. For instance, it is acceptable for a club leader to have their families bring the eyeglasses to a club meeting to be delivered to a collection box on behalf of the club.



7. Prior to delivering the eyeglasses to the recipient location, document the number of glasses received. This can be done one of three ways as listed below:
  - a. As individuals donate eyeglasses, have them self-report their donation details on the [20/20 Vision Project Donation Tracking Form](#). This document can be placed on a clipboard with a pencil or pen near the donation box for ease of access.
  - b. Have individuals indicate to a 4-H professional the number of glasses donated. 4-H professionals should keep track of these donations on the [20/20 Vision Project Donation Tracking Form](#)
  - c. Prior to delivering the glasses to the recipient location, count and record them in bulk on the [20/20 Vision Project Donation Tracking Form](#)
8. Continue to support, promote, and implement the *20/20 Vision Project* until it's conclusion on August 1, 2021.
  - a. This may require the county 4-H office to make multiple trips to the identified recipient location or answer any questions individuals may have about the project.
9. By **August 15, 2021**, submit a final copy of the [20/20 Vision Project Donation Tracking Form](#) with the 'Total Donations' and 'County' fields completed to Hilary Risner ([hilary.risner@sdstate.edu](mailto:hilary.risner@sdstate.edu)).

#### External Collection Process (Process B):

This process allows county 4-H offices to reduce the amount of work required for this project, as they will rely on the already present eyeglass donation boxes in their area. *Pros:* Less work required of 4-H professionals. Increases the number of potential drop off locations in a community or region. *Con:* Potentially reduces the accuracy in impact reporting at the conclusion of the project (honor system). There may not be eyeglass donation boxes within certain communities.

#### *Process Outline:*

1. Identify a local or regional drop-box location(s). Use the potential recipients list below to identify a location(s). For all locations below, it is worth a phone call to be sure that they are still accepting eyeglass donations during the pandemic, as some locations in your community might be closed or have simply removed the collection box in an effort to reduce the spread of COVID-19.
  - a. Potential recipients:
    - i. *Lions of South Dakota* - Lions sponsored collection boxes are located in many communities across South Dakota. Visit the [Lions Eyeglass Bucket Collection Sites](#) document for a complete listing of Lions sponsored collection boxes.
    - ii. *Walmart or Sam's Club Vision Centers* - Most Walmart or Sam's Club Vision Centers have collaborated with the Lions Club to host a collection box within their centers.



2. Edit the promotional material to fit the needs of your county. Be sure to include the drop-box locations (including address) identified in step 1 on promotional material. These documents are located under the 'Promotion' section below.
3. Promote the project using the suggested messaging and promotional assets in the 'Promotion' section below.
4. Donate away! Individuals, families, clubs, etc. (4-H and non-4-H) can make donations. For instance, it is acceptable for a club leader to have their families bring the eyeglasses to a club meeting to be delivered to the identified drop-box locations in your area.
5. As individuals or groups donate eyeglasses, have them self-report to a 4-H professional the number of glasses donated. This can be done in-person, by phone, or email. 4-H professionals should keep track of these donations on the [20/20 Vision Project Donation Tracking Form](#).
6. Continue to support, promote, and implement the 20/20 Vision Project until it's conclusion on August 1, 2021.
  - a. This may require the county 4-H office to answer any questions individuals may have about the project.
7. By **August 15, 2021**, submit a final copy of the [20/20 Vision Project Donation Tracking Form](#) with the 'Total Donations' and 'County' fields completed to Hilary Risner ([hilary.risner@sdstate.edu](mailto:hilary.risner@sdstate.edu)).

## Promotion:

### Promotional Assets

1. *Editable Flyer* - This flyer can be included in your newsletters or distributed around town. Be sure to edit the flyer (you should see a blue editable field in the lower third of the document) to include your selected drop-off locations for both the internal or external donation processes. The editable field should allow for two locations if the following format is used:
 

Name of Location
Street Address   City, State. Zip Code

  - a. Access: <https://sdsu.box.com/s/4u2wabidfj162he176c945kossafgqzw>
2. *Social Media Graphics* - There are three graphics you can use to promote the project on your social media accounts.
  - a. Graphic 1: <https://sdsu.box.com/s/2fl7mtl2qoj0fvdnthr3k7c7rh7088w0>
  - b. Graphic 2: <https://sdsu.box.com/s/yy62a4e7d5dzs0j8pt9zf0y4ckaeqwx>
  - c. Graphic 3: <https://sdsu.box.com/s/gk9653dk92boeqzrqbq4c48mqtqv7p4y>
3. If you have a desire or need for additional promotional assets (Facebook page cover photo, etc.), please contact Hilary Risner ([hilary.risner@sdstate.edu](mailto:hilary.risner@sdstate.edu))

### Suggested Social Media Messaging:

1. Option 1: Do you have gently used eyeglasses taking up space? Help us meet our goal by donating them to the #SD4H 20/20 Vision Project. Drop box locations are at [insert name of businesses/locations]. #2020VisionProject



2. Option 2: According to the WHO, 123 million+ people globally experience vision impairment correctable with glasses. Help us in reducing this number by donating your gently used eyeglasses. Drop boxes are located at [\[insert name of businesses/locations\]](#). Be sure to report your donation numbers back to us so we can count them towards our goal of donating 2,020 glasses. #SD4H #2020VisionProject
3. Option 3: CALL TO ACTION! Help us meet our goal of donating 2,020 pairs of eyeglasses in the #2020VisionProject by August 1, 2021. Drop off your donations at [\[insert name of businesses/locations\]](#). Don't forget to let us know how many you donate. #SD4H
4. Did you know that the leading cause of vision impairment is uncorrected refractive errors? This can be corrected with the use of eyeglasses. Help us in helping others by donating your gently used eyeglasses. Drop boxes are located at [\[insert name of businesses/locations\]](#). #SD4H #2020VisionProject

### Hashtags

Feel free to create your own social media messaging, but with all social media, posts please use the following hashtags:

Primary: #2020VisionProject

Secondary: #SD4H, #InspireKidsToDo

### Recognition

In an effort to recognize the county with the most impact created throughout the community service project, we will be recognizing the county with the most pairs of glasses donated by August 1, 2021. The most impactful county will receive a plaque at the State Fair 4-H Recognition Ceremony on Sunday. A news release will also be developed and distributed widely to highlight the county's success.

### FAQ

Q: There is not a drop off location within my communities listed on the [Lions Eyeglass Bucket Collection Sites](#) document, what should we do?

A: There are several options:

1. Collect the glasses internally (in your office) and occasionally make a trip to the nearest donation site (i.e. other community, Walmart Vision Center, etc.);
2. Collect the glasses internally and mail the glasses to the ReSpectacle donation recipient listed above, or;
3. You can try to reach out to your local Lions club to initiate creating a Lions Club eyeglass drop box in your community. This option would create a long-term impact.

Q: The location listed on the [Lions Eyeglass Bucket Collection Sites](#) document is incorrect, can you correct it?



A: Unfortunately, no. That document came from the South Dakota Lions Foundation website. However, you can certainly contact them to notify them that the location is incorrect, at: <https://sdlions.org/contact/>.

Q: We have a different idea for the collection process. Are we limited to the processes outlined in this document?

A: No, certainly not! If you have other methods of collecting the glasses that will assure accuracy in reporting, have at it. We love creativity!

Q: If we are going to use the mail-in option, do we have to cover the cost of mailing?

A: Yes, your county resources (i.e. county budget, leaders association budget, etc.) will have to cover the cost of mailing.

### **Contact**

For questions relating to the 20/20 Vision Project, please reach out to the following individuals:

Hilary Risner  
Regional 4-H Youth Program Advisor  
[hilary.risner@sdsu.edu](mailto:hilary.risner@sdsu.edu)  
(605) 394-1722

Amber Erickson  
4-H Field Operations Coordinator  
[amber.erickson@sdsu.edu](mailto:amber.erickson@sdsu.edu)  
(605) 688-4167

### **References**

World Health Organization. (2020, October 8). *Blindness and vision impairment*.

<https://www.who.int/news-room/fact-sheets/detail/blindness-and-visual-impairment>