

Foundation Member Level

Be My Eyes Marketing and Communications Statement of Work



Congratulations on joining Be My Eyes as an official Specialized Help provider!

Essential to the success of our partnership is the marketing and communications support we provide to share the incredible work and mission we're embarking on together.

As a Foundation Member, you'll have access to our team of marketing and communications professionals to help launch and develop a cadence of external and internal outreach throughout the partnership.

NOTE: All editorial materials published on Be My Eyes channels mentioning the client's organization will be shared for final approval by the client. Similarly, any mention of Be My Eyes partnership through the client's media channels requires approval from Be My Eyes editorial team.

Goals



Improve your brand's connection to the disability and accessibility community



Create an endless source of inspiring, meaningful stories about supporting real people



Gain a competitive edge by make your products, services and communications more accessible

Scope of Work

SUMMARY: Be My Eyes will provide the following services

Kick-Off, Onboarding and Consultation

- Be My Eyes to host kick-off meeting with relevant contacts from client's marketing/communications team to outline partnership announcement strategy and tactics; schedule follow-up meetings to review and finalize materials
- Be My Eyes to host quarterly check-in with client's marketing/communications team to evaluate campaign success and plan/execute quarterly tactics

Press Materials and Media Outreach

- Press release published on bemyeyes.com
- Editorial support for press release published on client's channels
- Quotes provided for earned media opportunities facilitated by client
- Availability for live interview opportunities with media outlets
- One blog post published on bemyeyes.com with relevant topic about how partnership is supporting client's customers

Featured in the Press

Forbes

Afdhel Aziz, Forbes

"In the age of coronavirus, it is more important than ever before to help the blind and low-vision community feel supported and safe."

[Read the story](#) ▶



the guardian



EATCOMPANY



HUFFPOST



Email

- Email newsletter announcement shared with Be My Eyes users in countries where client is providing Specialized Help services
- Listing in an email newsletter to every new Be My Eyes volunteer (100k+ per month).
- Mention of our ongoing work to help Be My Eyes users in one email newsletter per quarter (newsletters are published monthly), to be sent to Be My Eyes users in countries where client is providing Specialized Help services

Mobile App Notifications

- Be My Eyes app notification announcing partnership sent to Be My Eyes user mobile devices in countries where client is providing Specialized Help services
- App notification reminding users to visit client's Specialized Help profile once per quarter (total of 4 notifications per 12-month period)

Be My Eyes Podcast Sponsorship

- Free sponsorship of one The Be My Eyes Podcast episode
 - :30 second ad-read delivered by podcast host
 - Mention in podcast description and related promotion



The Be My Eyes Podcast

The podcast about blindness, sight and what it means to be in-between.

Available on:



[View all episodes ▶](#)

Social Media

- Social media campaign announcing partnership across Be My Eyes channels, including;
 - Instagram, Twitter, LinkedIn, YouTube
- Editorial review and brand assets shared for client's social media campaign announcing partnership
- Quarterly social media updates via Be My Eyes channels with relevant updates on partnership (up to 4 per 12-month period). Includes "Community Story" campaign detailed below.



70K+

Facebook followers



44K+

Instagram followers



20K+

Twitter followers



6.6K+

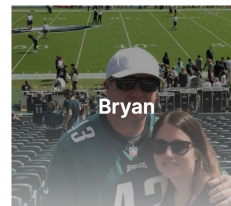
YouTube subscribers

Community Story

- Sponsored Community Story about Be My Eyes user who has benefitted from interacting with client's Specialized Help team. Option to "sponsor" a general Community Story in lieu of personalized customer story.
- Story to be published on the following Be My Eyes channels
 - Published on the Be My Eyes app, visible to all active volunteers
 - Push notification to Be My Eyes users and volunteers announcing story (visible to users/volunteers in countries where client's services are available)
 - Be My Eyes social media channels

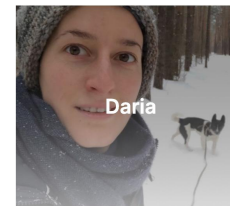
Community Stories

Discover personal stories from our blind users, volunteers and company agents to learn more about how they use Be My Eyes.



Bryan
Audio Describing One World:
Together At Home

Philadelphia, PA, USA
VOLUNTEER



Daria
From Volunteer during the
Refugee Crisis to Be My Eyes
Volunteer

Germany
VOLUNTEER

Be My Eyes Customer Engagement

- Email announcement to all Be My Eyes business partners, including Google, Microsoft, Procter & Gamble, and dozens of leading blindness organizations across the globe

Internal Communications

- Be My Eyes will host one 30-45 mins virtual presentation to client's employees to generate excitement about partnership and educate stakeholders on Be My Eyes mission

Client-Led Initiatives and Campaigns

- Be My Eyes marketing/communications team will participate in up to 2 ad-hoc campaigns/initiatives led by client team (with client budget), including but not limited to; videos, interviews, sponsored content and social media

