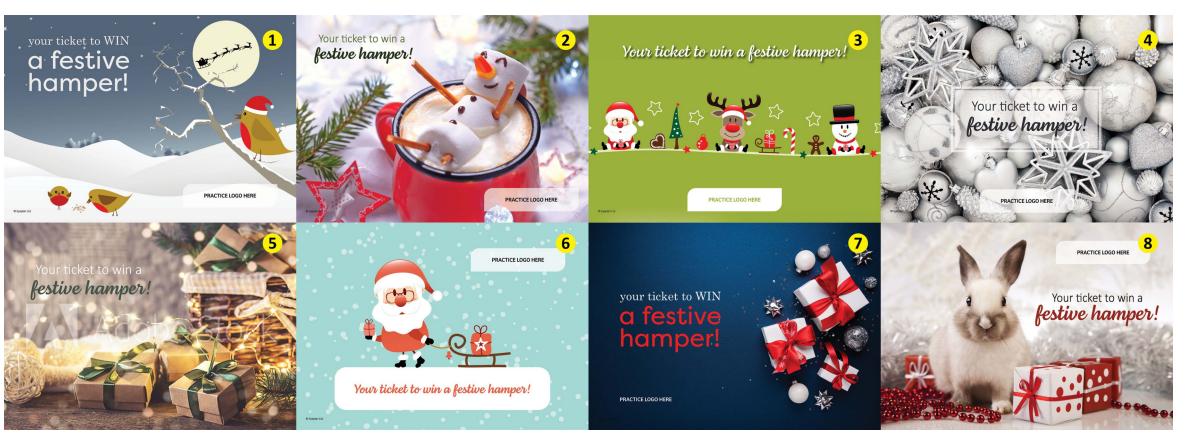
eyeplan® marketing bulletin

The Eyeplan Hamper Draw - would you like us to organise a mailing?



Just in case you missed our first email, we wanted to remind you that we are now taking orders for Eyeplan hamper prize draw mailings.

This year, we have come up with some alternatives to this popular end of year activity to take into account new guidelines and ensuring safety of staff and patients.

Your options this year...

1. We send the draw ticket postcards to your Eyeplan members in the usual way. However, we advise that the deposit box for draw tickets is placed just outside the front door during opening hours.

2. We send the draw tickets to your Eyeplan members, but this time the card informs them they have been automatically entered into the prize draw, with no need to return the card.

3. We send the draw tickets to your Eyeplan members in the usual way, but ask them to enter the prize draw via email.

4. We delay the prize draw until Easter 2021. Eyeplan members could be informed by newsletter or social media of the decision to delay.

The choice is yours...

If you would like to run an Eyeplan hamper prize draw this year, please choose a design from the selection at the top of this message. Then just **send us an email** with your preferred design and how you'd like to run the draw this year. We will be accepting new mailings until the end of November.

We will be supporting the prize draws with updates on our **Facebook page**. As always, please **let us know** if there is anything else we can help with.

Andrew Slater FBDO
Practice Development Manager at Eyeplan