



eyeplan® marketing bulletin

The Eyeplan Hamper Draw - our plans for this year



With Christmas fast approaching, now is the time that we usually launch our Eyeplan festive hamper prize draw campaign. This marketing highlight of the year is a chance to say thank you to your Eyeplan members for their support and increase footfall in the practices in the run up to the end of the year.

For those Associates that are new this year, the idea behind the campaign is that your practice buys a hamper and displays it in the practice. Eyeplan then sends a postcard / draw ticket to each of your Eyeplan members, asking them to bring their card back into the practice to enter a draw to win the hamper. The winner is announced some time before Christmas.

However, we know that access to the practices is currently restricted and having lots of Eyeplan members visiting at unscheduled times would be impractical.

So, how can we make it work?

Here at Eyeplan, we have been thinking long and hard about the best way to manage a prize draw this year. We know many Eyeplan members look forward to receiving their postcard each year and it's certainly become something of a tradition for many Associates. However, we are also aware that a lot has changed during 2020 and we may not be able to run a prize draw in the same way, at least for this year.

Option 1 - as normal as possible

For those practices that want to go ahead with the prize draw in as normal a fashion as possible, the only change we would suggest is placing the deposit box for draw tickets just outside the front door during opening hours. You won't have the benefit of the patient coming into the practice, but they will still receive their card as normal and can pop by the practice to enter the draw from a distance.

Option 2 - remote communications

Rather than bringing cards back to the practice, we can send a postcard to all your Eyeplan members informing them they have been automatically entered into the prize draw this year with no need to bring the cards in. This option could also be tweaked and patients could be asked to email the practice to enter (although this would exclude those Eyeplan members that aren't confident about using email). Again, this option means you won't be able to see and catch up with Eyeplan members, but it would be a way to honour the prize draw and just say thank you for your support this year.

Option 3 - delay the prize draw

We have in previous years run Eyeplan Easter prize draws, offering members the chance to win a giant chocolate egg or an Easter hamper. If you would rather delay this year, you could use Mailchimp, a practice newsletter or post some social media updates to let your Eyeplan members know they will get their chance to enter the prize draw in 2021.

The choice is yours...

If you would like to run an Eyeplan hamper prize draw this Christmas, 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.

As always, we will be supporting the prize draws (whatever form they come in) with social media posts, posters, videos and more. Do keep an eye on our [Facebook page](#) for updates and as always, please [let us know](#) if there is anything else we can help with.

Andrew Slater FBDO
Practice Development Manager at Eyeplan

P.S. This Thursday is [World Sight Day](#), the global campaign to draw attention to blindness and vision impairment. This year's theme is Hope in Sight and Eyeplan will be producing some social media posts and a video to support the campaign. Follow our [Facebook page](#) for updates.