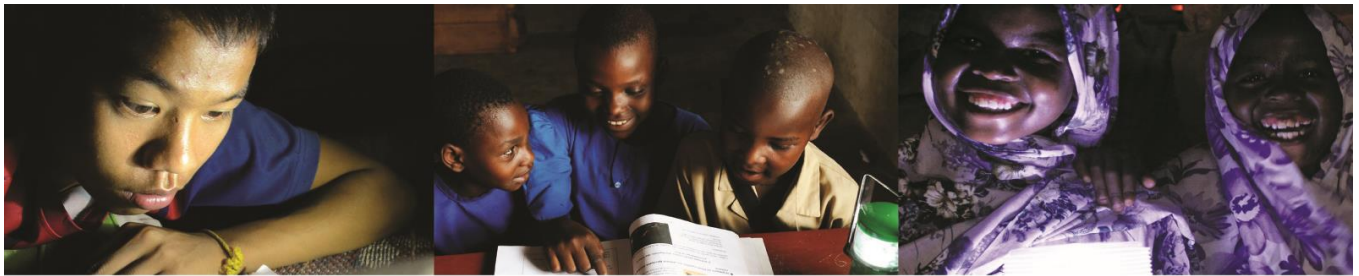


IOM's Global Solar Lanterns Initiative

#LightTheirWay



Toolkit for Partners

www.iom.int/solarlanterns



IOM International Organization for Migration



Become a Partner!

We are excited you have decided to join IOM's Global Solar Lanterns Initiative! Your support plays a vital role in raising awareness about the importance of solar lanterns in helping people in IDP camps and communities across the globe!

Donate, spread the word and mobilize others to make a difference!

This toolkit contains ideas and sample materials for how you and your company can participate:

- Ideas for promoting your involvement including strategies on how to build engagement within your organizations and local communities**
- Sample materials to help support the cause**

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How to Become a Partner

Share your contribution to IOM's Global Solar Lanterns Initiative from within your own community or organization.

Leverage your social media accounts, help create and share content using #LightTheirWay

Issue a press release stating your involvement with IOM's Global Solar Lanterns Initiative

Become an official partner and have your logo featured on IOM's website

Getting Involved

Aside from donating, there are several ways you, your supporters, employees and customers can engage with the initiative:

- Send an email that includes your press release to your supporters/customers and encourage them to get involved online or donate to the cause
- Forward IOM's Global Solar Lanterns Initiative Newsletters which highlights the impact of donors contributions to communities across the globe
- Use your social media channels to connect with this initiative. Share content created by your organization and supporters.
- Share the initiative with your employees, get them involved in the cause and match what they contribute

To help support your engagement, we have developed template materials for you to use including:

- Sample Social Media Posts
- Activation email to supporters template
- Press release template

#LightTheirWay Social Media

During the length of the campaign, IOM's Global Solar Lanterns Initiative will be online in different missions across the globe. Make sure that you connect with us on [Twitter](#) and [Facebook](#). Here you should encourage your supporters and employees to upload photos, videos, or a message about what solar lanterns mean to them and how they contribute to development across the globe.

Here are some sample tweets and Facebook posts:

- *We are proud to support IOM's Global Solar Lanterns Initiative and we want you to as well! Visit www.iom.int/solarlanterns #LightTheirWay*
- *Read success stories from those who are benefiting from IOM's Global Solar Lanterns Initiative www.iom.int/solarlanterns #LightTheirWay*
- *View photos of the many who are benefiting from IOM's Global Solar Lanterns Initiative www.iom.int/solarlanterns #LightTheirWay @IOM_Lanterns*
- *Participate today and donate to IOM's Global Solar Lanterns Initiative. \$35.00 is all it takes to help #LightTheirWay www.iom.int/solarlanterns*

Activation Email to Supporters Template

Dear Friend of [ORGANIZATION NAME] :

As a supporter of the International Organization for Migration we would like to invite you to join us in our support of IOM's Global Solar Lantern's Initiative #LightTheirWay.

IOM, in partnership with individuals and companies, is set to give solar lanterns to communities across the globe that are "off the grid". Solar lanterns are among the essential elements of relief that IOM regularly distributes to those in need. These lanterns help improve the safety, health and education of internally displaced persons. From survivors of cyclones in the Philippines to health care workers in Haiti it is amazing how solar lanterns can deliver such an important impact on people's lives.

With years of working in developing communities, IOM has seen the positive impacts solar lanterns have brought to people around the world and would like (ORGANIZATION NAME) to join in the cause!

There are a number of activities you can do to support IOM and this initiative.

- Donate through IOM's website, www.iom.int/solarlanterns
- Share the [brochures](#)
- Send a Tweet using #LightTheirWay
- Sign up for IOM's [#LightTheirWay Newsletter](#) to keep up-to-date on the progress of this initiative.

We at [ORGANIZATION NAME] are looking forward to your participation. Join us and make the difference! solarlanterns@iom.int

Press Release Template

[DATE]

Press release

[ORGANIZATION NAME] is proud to support IOM's Global Solar Lantern's Initiative #LightTheirWay

(Organization Name) joins IOM in highlighting the importance of providing solar lanterns to the many that are living without electricity.

CITY, -- Today [ORGANIZATION NAME] announced its support of the International Organization for Migration's Global Solar Lanterns Initiative. In partnership with individuals and companies IOM will support to individuals and communities that are "off the grid" by providing solar lanterns to those in developing countries who are without much needed light at night.

[ADD RELEVANT DETAILS IF ORGANIZATION IS HOSTING AN EVENT]

There are number of activities you can do to support IOM and this initiative.

- Donate thru IOM's website, www.iom.int/solarlanterns
- Share the [brochures](#)
- Send a Tweet using #LightTheirWay
- Sign up for IOM's [#LightTheirWay Newsletter](#) to keep up-to-date on the progress of this initiative

We at [ORGANISATION NAME] are looking forward to participating with IOM in a cause that will improve the lives of many across the globe.



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Global Solar Lanterns Initiative
www.iom.int/solarlanterns