

# Shine a Light at Work

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## Who will sleep-out?

- Your team, the whole company or various departments – HR, Finance, Marketing, Sales, etc.
- Get other companies in the building involved (that is if it is a shared building space)
- Get your CEO or MD involved in our Business Leaders Sleep-out in either Dublin or Cork
- People can support the fundraising even if they don't do the sleep out – the whole company can get involved



## Where to sleep-out?

- Inside or outside
- Inside – boardroom, foyer, common room
- Outside – Car park (underground too), balcony, roof, outside the main entrance
- Access to facilities i.e. toilet and wifi (for linking in with livestream events from our Business Leaders sleep-out)
- Have a plan B and a location to de-camp to should the weather be too bad to sleep outdoors



## What is the best way to organise the sleep-out?

- Have a champion or champions for the campaign – someone who will 'front' it within the company helping to spread the word and motivate people to get involved and fundraise
- Set up a small committee and assign roles such as Communications, Health and Safety, Fundraising, Coordinator for the night, Social Media etc.



## How to communicate and fundraise for the sleep-out?

- Launch the event internally so everyone knows that the company is taking part and give people a chance to sign up. It can also act as a fundraiser
- Set a target for how many people you would like to take part – 10, 30 or 50?
- Recruit through the Sports and Social committee, intranet, direct e-mails from management, personal ask, posters around the building – all of the above
- The key message is that everyone can get involved, even if they are not sleeping out. Host a bake sale or coffee morning to launch the campaign, get those that aren't sleeping out to host fundraisers internally and across the building (if you share a building with other companies)
- Ensure each participant signs up under the team fundraising page for online donations
- Spread the word far and wide – for those taking part they can use both their personal and professional networks. Tell your clients, customers, suppliers and the company's social network that you sleeping out in solidarity with those experiencing homelessness.
- Not only will you be highlighting your concern for an issue that is of national importance but you're also creating more awareness about homelessness.
- Challenge others to get involved themselves and/or to support the fundraising efforts

# What to do at the sleep-out

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## 5:30pm Registration

Invite all Shine a Light at Work participants to gather in a designated room from 5:30pm for registration – please ensure there is a sign-in and sign-out sheet as part of registration. This will give everyone the opportunity to mingle, chat and relax into the night ahead.



## 6:15pm Briefing Session

Your champion and/or your Health & Safety representative should brief participants on Health & Safety and the plan for the night, before the event commences.



## 6:45pm Social Media Alarm

Set an alarm for this time, ring a bell – whatever way you can get everyone's attention! Gather the troops and get a 30 second recording of your group, all set for the night ahead. Use your banner. Take a group photo too. You now have a group photo and a group video. Each participant is asked to Share, Share, Share!! Tweet, Tweet, Tweet!! And Focus Ireland will do the same.



## 7:00pm Event officially begins

Turn on your live stream for live coverage from the Business Leaders Shine a Light Night event. Our CEO, Pat Dennigan, will be speaking to all participants. Your company are part of the overall Shine a Light event so we want you to experience it to the full extent.



## 7:30pm Refreshments

We suggest some refreshments – maybe some sandwiches, tea and coffee – this will depend on your budget. You could advise people to bring their own packed snack if budget is tight.



## 8:15pm Participants organise bedding down

Yes, you do actually bed down for the night. Pick your spot wisely, in the designated area!



## 8:45pm Social Media Alarm

Your alarm goes off again! It's time for your team to share Focus Ireland updates (which we will send you) through individual social media networks. Spread the word, spread awareness and share your experience with your friends, family and colleagues.



## 10:00pm Live Stream

Turn on your live stream again – Live coverage from the Business Leaders Shine a Light Night. Focus Ireland Service Staff who work on the frontline will share their experiences.



## 11:30pm Bed down for the night

Shine a Light Night goes on through the night until 6.30am or when you wake.



## Next Day – Saturday 13th of October 2018

The following morning, we suggest a light breakfast of Tea, coffee and pastries, again if your budget allows.

On the morning of the 13th we suggest the champion takes some footage to capture the atmosphere of the group sleep-in and to get some video snippets from the participants after they have slept out for a night.

Participants can leave at any time, but we ask all participants to show their support and solidarity by staying all night. But if someone should decide to leave they should inform the team.