Passing the Baton to NextGen

Drishti Foundation USA Transition Playbook

(May–September 2025)

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Executive Summary

This playbook documents the structured transition of Drishti Foundation USA's operations from founding leadership to a next-generation volunteer team over the summer of 2025. It codifies mission and values, histories and partnerships, and a complete operating model spanning branding, outreach, social media, events, finance, supplies, and monitoring. The plan maps each domain to a new lead (Rohan Kundra: leadership/finance/fundraising; Shravya Srirangam: marketing/branding/social; Viraaj Jairath: volunteer and participant engagement; Harsha Veesam: event logistics/supplies), with a twice-weekly meeting cadence and a July 2025–August 2025 shadowing program to ensure practical skill transfer. Strategic targets aim for $15,000–$20,000 in annual fundraising, 100+ active volunteers, and 400 Drishti Dash attendees, supported by KPIs and a risk framework focused on de-risking founder dependency. This report provides the playbooks, templates, and cadence required to achieve continuity, reduce single points of failure, and scale Drishti's impact responsibly across Pennsylvania and budding chapters in Texas and California.

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1. Project Objectives

This transition is not merely a logistical handoff—it's a values-driven evolution of Drishti's mission. The objectives outlined below aim to ensure that the incoming team of four youth volunteers inherits not just responsibilities, but a sense of purpose, creativity, and community stewardship.

1.1   Empowering the Next Generation of Leaders

- **Mentorship and Ownership**: Equip the new team with the confidence, tools, and emotional intelligence to lead with vision and empathy.
- **Leadership Development**: Provide structured opportunities for growth through shadowing, guided decision-making, and creative autonomy.
- **Values Continuity**: Instill Drishti's core principles—advocacy, inclusion, creativity, and service—as guiding lights for all future initiatives.

1.2   Sustaining Drishti's Mission and Impact

- **Mission Fidelity**: Ensure that all branding, outreach, and programming remain aligned with Drishti's commitment to empowering blind and visually impaired individuals.
- **Community Engagement**: Maintain strong ties with participants, partners, and volunteers through consistent, heartfelt communication.
- **Cultural Sensitivity**: Preserve the inclusive and culturally aware tone that defines Drishti's storytelling and outreach.

1.3   Ensuring Operational Continuity and Growth

- **Comprehensive Documentation**: Deliver a detailed archive of processes, templates, contacts, and creative assets to support seamless operations.
- **Strategic Handoff**: Phase responsibilities gradually to allow for learning, feedback, and adaptation.
- **Innovation Encouragement**: Create space for the new team to evolve Drishti's work with fresh ideas while honoring its legacy.

1.4   Building a Scalable and Sustainable Model

- **Replicable Framework**: Develop systems that can be scaled or adapted for future chapters, events, or geographic expansion.
- **Financial Stewardship**: Promote responsible budgeting, fundraising, and sponsorship management to ensure long-term viability.
- **Volunteer Infrastructure**: Strengthen recruitment, training, and retention strategies to support ongoing growth.

2. Scope and Plan of Transition

This section maps every Drishti domain to its incoming leader(s), defines a twice-weekly meeting cadence, and lays out a detailed shadowing schedule—with dates, actions, and participants—from May 2025 through the post-Dash review in September 2025.

2.1   Domains and Ownership

Domain	Primary Owner	Secondary Owners
Strategic Leadership & Vision	Rohan Kundra	Shravya, Viraaj
Marketing & Outreach	Shravya Srirangam	Rohan, Harsha
Social Media	Shravya Srirangam	Viraaj
Fundraising & Sponsorships	Rohan Kundra	Shravya, Viraaj
Volunteer Management	Viraaj Jairath	Rohan, Shravya
Event Planning & Execution	Harsha Veesam	Rohan, Viraaj
Branding & Creative Assets	Shravya Srirangam	Rohan
Financial Management & Budgeting	Rohan Kundra	Viraaj
Supplies & Procurement	Harsha Veesam	Viraaj
Participant Engagement	Viraaj Jairath	Harsha

2.2   Knowledge Transfer Approach

2.2.1 Documentation

- **Window:** May 1 – June 2, 2025
- **Artifacts:** Process playbooks; templates/toolkits; contact directories.
- **Note:** Transition meetings run in parallel to documentation; shadowing begins after documentation is finalized.

2.2.2 Transition meetings

- **Window:** May 1 – June 16, 2025
- **Tuesdays (4:00–5:00 PM):** Core Team. Agenda: quick wins, blockers, cross-domain coordination, next steps.
- **Thursdays (4:00–5:00 PM):** Domain deep dives (rotating).
    - Week 1: Strategic Leadership — Attendees: Akshara, Rohan, Shravya
    - Week 2: Marketing & Social — Attendees: Akshara, Shravya, Viraaj
    - Week 3: Fundraising & Finance — Attendees: Akshara, Rohan, Viraaj
    - Week 4: Events & Supplies — Attendees: Akshara, Harsha, Viraaj

2.2.3 Shadowing Akshara

- **Window:** July 8 – Aug 1, 2025
- **Goal:** Hands-on mastery under mentorship.
- **Format:** Volunteer leads the action; Akshara coaches in real time.
- **Shadowing Activities Schedule**:

Date	Volunteer	Action	Attendees
July 8, 2025	Rohan Kundra	Co-lead corporate sponsor pitch call	Akshara, Rohan, Sponsor Rep
July 10, 2025	Shravya Srirangam	Build & approve July–August social calendar	Akshara, Shravya
July 12, 2025	Viraaj Jairath	Run volunteer orientation workshop	Akshara, Viraaj, new volunteers
July 15, 2025	Harsha Veesam	Lead venue walkthrough and logistics notes	Akshara, Harsha, Venue Manager
July 17, 2025	Rohan Kundra	Draft and review individual donor emails	Akshara, Rohan
July 20, 2025	Shravya Srirangam	Host live social Q&A	Akshara, Shravya
July 24, 2025	Viraaj Jairath	Conduct mid-cycle volunteer feedback survey	Akshara, Viraaj
July 27, 2025	Harsha Veesam	Finalize event supply orders and logistics	Akshara, Harsha, Vendor Rep

Date	Volunteer	Action	Attendees
Aug 1, 2025	All	Post-shadowing debrief & autonomy sign-off	Akshara, Core Team

2.3   Timeline & Milestones

- **May 1, 2025** – Kickoff Meeting; review scope & roles.
- **May 1–June 2, 2025** –Process playbooks documentation by Akshara.
- **May 1–June 16, 2025** – Transition Meetings (Tuesdays & Thursdays).
- **June 17- July 7, 2025** – Blackout, vacation
- **July 8 –Aug 1, 2025** – Shadowing activities (see schedule above).
- **Aug 2–Sep 6, 2025** – Lead volunteers take full operational control; Akshara in advisory role.
- **Sep 7, 2025** – Drishti Dash event; volunteers lead execution.
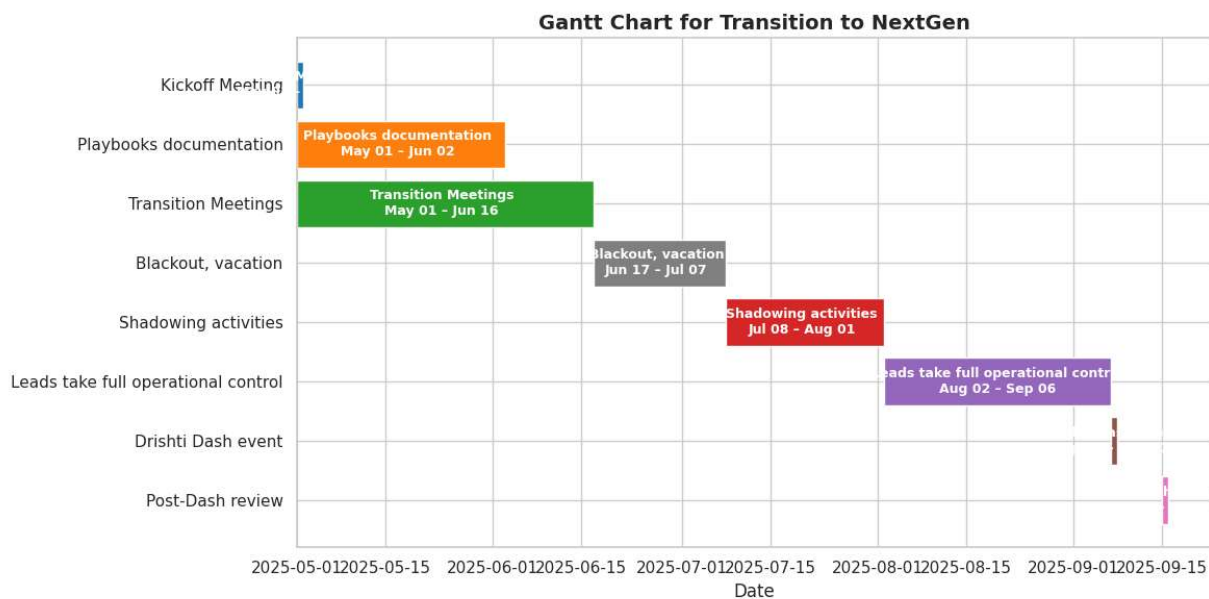- **Sep 15, 2025** – Post-Dash review; lessons learned; final handoff sign-off.

Figure 1- Project Gantt Chart- May 2025- Sep 2025

2.4   Calendar Planner

Planned date	Activity type	Focus/task	Planned attendees
Thu, May 1, 2025	Transition mtg (Kickoff)	Review scope, roles, cadence	Akshara + All
Tue, May 6, 2025	Transition mtg (All-Hands)	Scope and timeline sync	All
Thu, May 8, 2025	Transition mtg (Marketing/Social)	Content plan; brand guardrails	Shravya, Akshara, Viraaj
Tue, May 13, 2025	Transition mtg (All-Hands)	Documentation progress check	All
Thu, May 15, 2025	Transition mtg (Volunteer Mgmt)	Roles and onboarding flow	Viraaj, Akshara, Harsha
Tue, May 20, 2025	Transition mtg (All-Hands)	Finalize shadowing plan	All
Thu, May 22, 2025	Transition mtg (Fundraising/Finance)	Sponsorship pipeline; ledger	Rohan + team
Tue, May 27, 2025	Transition mtg (All-Hands)	Final doc handoff readiness	All
Thu, May 29, 2025	Transition mtg (Events/Supplies)	Inventory and supplies plan	Harsha + team
May 1–June 2, 2025	Documentation	Process playbooks; templates; contacts	Akshara
Tue, Jun 3, 2025	Transition mtg (All-Hands)	Shadowing readiness brief	All
Thu, Jun 5, 2025	Transition mtg (Sponsorships)	Near-term closes; outreach asks	Rohan + team
Tue, Jun 10, 2025	Transition mtg (All-Hands)	In-flight support; handoffs	All
Thu, Jun 12, 2025	Transition mtg (Sponsorships)	Creative approvals; talking points	Rohan + team
Tue, Jun 17, 2025	Pre-blackout sync	Freeze calendars; confirm access	All
Wed, Jun 18, 2025	—	No meetings (vacation blackout)	—
Tue, Jul 8, 2025	Shadowing (All)	Mid-cycle checkpoint; adjustments	All + Akshara
Thu, Jul 10, 2025	Shadowing (Volunteer Mgmt)	Volunteer feedback survey; shift refinement	Viraaj + Akshara
Sat, Jul 12, 2025	Shadowing (Outreach)	Dry-run: booth materials and setup	Team + Akshara
Tue, Jul 15, 2025	Shadowing (Debrief)	Autonomy sign-off → advisory mode	All + Akshara
Thu, Jul 17, 2025	Shadowing (Branding)	Finalize printed assets	Shravya + Akshara
Sat, Jul 19, 2025	Shadowing (Vendors)	Vendor confirmations; load-in windows	Harsha + Akshara
Thu, Jul 24, 2025	Shadowing (Comms/PR)	Press + community outreach	Shravya
Sun, Jul 27, 2025	Shadowing (Course team)	Marshal training and station map	Viraaj
Fri, Aug 1, 2025	Shadowing milestone	Close-out; autonomy green-light	All + Akshara
Sat, Aug 2, 2025	Ops control begins	Weekly execution dashboard live	NextGen core
Sun, Sep 7, 2025	Event	Drishti Dash (race day)	All
Mon, Sep 15, 2025	Post-Dash review	Final handoff sign-off; lessons learned	Core + advisors

3. Organizational Overview

This organizational overview anchors who Drishti is, how it came to be, and who sustains it today. It clarifies the mission and values that guide every program, traces the milestones that shaped growth since 2020, and maps the youth-led structure that powers daily operations alongside advisors and partners. By making roles, stakeholders, and collaborations explicit, this section ensures continuity during leadership transitions and gives new volunteers a clear, shared understanding of Drishti's identity and commitments.

3.1 Mission and Values

Drishti Foundation USA exists to uplift underprivileged blind and visually impaired individuals by providing access to medical care, education, and direct service.

- Sponsoring corrective eye surgeries and treatment of eye ailments
- Enabling education through scholarships, vocational training, and donation of learning equipment
- Preparing audiobooks, Braille materials, and running periodic in-kind donation drives
- Delivering community services such as volunteer escort rides and support at schools for the blind

3.2 History and Key Achievements

Drishti was established in 2020 by a group of middle- and high-school volunteers inspired by Helen Keller's words: "Because I cannot do everything I will not refuse to do the something that I can do."

- Fundraised for cataract surgeries and corrective treatments for underprivileged individuals
- Awarded scholarships and donated educational equipment to visually impaired students
- Organized COVID-19 relief by raising funds and dispatching medical supplies to impacted communities and schools for the handicapped
- Logged hundreds of volunteer hours producing audio recordings of books and grocery flyers, and providing verbal guidance to blind individuals
- Partnered with key organizations to maximize impact on beneficiaries' medical and educational needs

3.3 Current Structure and Stakeholders

Drishti Foundation USA is a US 501(c)(3) public charity (EIN 86-1243522) headquartered in Chester Springs, Pennsylvania. It operates with a youth-led core and is supported by adult advisors and board members.

Leadership Team

- Co-Founders & Youth CEO: Akshara S Raparla
- Other Co-Founders: Aneesh S Raparla, Reyna Kondaveeti, Ritvik Kondaveeti
- Director of Operations (West Coast): Sriaditi Yellamraju
- Advisor and Global Operations Lead: Srikala Yellamraju
- Board Members: Phani Raparla, Santosh Srirangam, Charu Thakral, Ram Gajavelli

Stakeholders

- Beneficiaries: underprivileged blind and visually impaired individuals
- Volunteers: primarily middle- and high-school students leading fundraising, outreach, and service
- Partners & Sponsors: nonprofit schools, medical foundations, corporate and individual donors
- Digital Community: 400 Facebook followers and 405 Instagram (as of Jul 15, 2025)—a hub for event updates, volunteer spotlights, and fundraising campaigns
- Community & Donors: local supporters in Pennsylvania and online contributors sustaining all activities

Each group is engaged through transparent communication, collaborative planning, and hands-on participation opportunities.

3.4 Partners, Collaborations, and Objectives

Partner/Channel	Objective
Royer-Greaves School	Provide audio materials, volunteer support, and inclusive educational services for blind students
Sankara Eye Foundation	Fundraising and sponsorship of cataract surgeries and corrective eye treatments for underprivileged people
American Council of the Blind	Sponsor education opportunities for the visually impaired community
Children's Eye	Sponsorship of medical care programs and scholarships for visually

Partner/Channel	Objective
Foundation	impaired children
VisionCorps	Support mobility and employment opportunities for blind and visually impaired people
Belaku Academy	Support education for blind and visually impaired people

4. Strategic Planning

This section lays out Drishti's roadmap for sustainable growth—leveraging internal strengths, addressing gaps, and preparing for uncertainties. It culminates in clear long-term goals and a robust risk-management framework.

4.1   SWOT Analysis

Strengths	Weaknesses
Youth-driven leadership with deep family support	Heavy reliance on founders and family for event execution
Flagship Drishti Dash event with growing brand recognition	Limited geographic footprint (concentrated in PA, nominal presence in TX/CA)
Proven ability to recruit and engage volunteers (4 → 70 in five years)	Fundraising plateau at $10K–$14K annually
Strong partnerships with beneficiary organizations (e.g., Sankara Eye Foundation, Royer-Greaves)	Administrative bandwidth stretched thin during peak campaign periods
Opportunities	**Threats**
Formalize local chapters in Texas and California	Volunteer burnout and turnover
Expand digital outreach—leveraging social media, storytelling, and virtual events	Event cancellation risk (weather, public-health emergencies)
Introduce new fundraising streams (merchandise, micro-donor campaigns)	Competition for donor attention and dollars
Deepen beneficiary engagements through year-round programs (workshops, audio libraries)	Founder fatigue leading to strategic drift or execution lapses

4.2 Long-Term Goals and KPIs

Drishti's three-year horizon (2025–2028) targets measurable growth across fundraising, volunteer engagement, and event impact.

Goal Description	Key Performance Indicator	Baseline (2024)	Target (2028)	Timeline	Owner
Increase annual fundraising	Total funds raised	$12,000	$20,000	Annual review	Rohan
Grow volunteer base	Active volunteers	70	100+	Quarterly updates	Viraaj
Scale Drishti Dash participation	Dash event attendees	250	400	Sep 2025 & Sep 2026	Harsha
Expand geographic reach	Formal chapter launches	1 (PA only)	3 (PA, TX, CA)	By Q2 2026	Rohan
Deepen partner collaborations	Number of active beneficiary partners	4	8	Annual review	Shravya

Additional KPIs:

- Social media engagement (likes, shares, comments) – +50% year-over-year
- Corporate sponsorships secured – increase from 2 to 5 tier-1 sponsors by 2026
- Volunteer retention rate – maintain ≥ 75% annual renewal

4.3 Risk Management and Contingency Planning

Risk	Likelihood	Impact	Mitigation Strategy	Contingency Plan
Founder and family over-dependency	High	High	- Develop broader leadership pipeline - Cross-train volunteers	- Identify backup team leads - Document critical processes in playbooks

Risk	Likelihood	Impact	Mitigation Strategy	Contingency Plan
Volunteer burnout and turnover	Medium	Medium	• Implement peer-recognition programs • Regular feedback loops	• Maintain alumni network • Recruit standby volunteers
Fundraising shortfall	Medium	High	• Diversify revenue streams (arts& crafts, donations) • Early sponsor outreach	• Scale back non-core events • Activate emergency donor appeals
Flagship event disruption (weather, health)	Low	High	• Secure rain-date/backup venue • Develop virtual-run alternative	• Pivot to fully virtual event with digital tracking
Geographic expansion stalling	Medium	Medium	• Assign local volunteer ambassadors • Budget seed grants for chapters	• Focus on strengthening PA base until local partners identified

By systematically identifying vulnerabilities and codifying mitigation pathways, Drishti can safeguard its mission and accelerate toward its growth targets.

5. Branding and Creative Direction

5.1 Brand Identity and Messaging Guidelines

Drishti's brand reflects our mission to illuminate the world of the visually impaired through service, advocacy, and care.

5.1.1 Core Elements

- Name: Drishti Foundation USA
- Meaning: "Drishti" is Sanskrit for "vision," underscoring our focus on both sight and insight.
- Tagline/Motto:
  - "Enlightened Vision" appears in our logo alongside Helen Keller's inspiration: "Because I cannot do everything I will not refuse to do the something that I can do."

5.1.2 Brand Voice and Tone

- Empathetic: Speak with warmth and compassion—every sentence should feel like a gentle guide.
- Inspiring: Highlight positive change and the potential in every beneficiary and volunteer.
- Inclusive: Use person-first and strength-based language (e.g., "a student who is blind" vs. "the blind student").
- Authentic: Ground messages in real stories—use direct quotes, photos, and testimonials whenever possible.

5.2 Visual Assets and Templates

5.2.1 Logo Usage

- Description: A stylized green eye encircling a globe, symbolizing global care and vision. The words "Enlightened Vision" tie our mission to action.
- Clear Space: Keep a margin equal to the height of the letter "D" around the logo.
- Minimum Size:
  - Print: 1.5 inches (width)
  - Digital: 150 pixels (width)
- Color Variations:
  - Full-color (primary green on white)

- o   Monochrome black
- o   Reversed white (for dark backgrounds)

5.2.2 Color Palette

Role	Hex Code	RGB
Primary Green	#2E7D32	46, 125, 50
Secondary Light	#A5D6A7	165, 214, 167
Neutral Dark Gray	#424242	66, 66, 66
Accent White	#FFFFFF	255, 255, 255

5.2.3 Typography

- Primary Font: Open Sans Bold (for headings)
- Secondary Font: Open Sans Regular (for body copy)
- Digital Fallback: Arial
- Hierarchy Example:
  - o   H1: 24 pt Bold
  - o   H2: 18 pt Bold
  - o   Body: 12 pt Regular

5.2.4 Templates

- Social Media Post (1080 × 1080 px): Logo top-left, headline centered, call-to-action button bottom.
- Event Flyer (8.5 × 11 in): Hero image, event details block, sponsor logos footer.
- Email Header (600 × 200 px): Green gradient background, logo centered, tagline beneath.

5.3 Storytelling Strategy and Emotional Tone

Effective storytelling at Drishti follows a three-act arc:

1. Challenge
   - o   Illustrate the barrier of visual impairment with a brief, vivid anecdote.
2. Action

- Showcase Drishti's intervention—medical support, educational tools, volunteer guidance.
3. Outcome
   - Celebrate beneficiary milestones and community impact.

Emotional triggers to weave through narratives:

- Empathy: Personal quotes and first-person accounts.
- Inspiration: Data points (e.g., "70 volunteers served 150 beneficiaries").
- Community: Behind-the-scenes volunteer highlights and family involvement.

Channels: Website blog, monthly newsletters, Instagram Reels, Facebook feature posts.

5.4 Brand Guidelines: Do's and Don'ts

Maintain consistency whenever Drishti's brand appears, whether in print, online, or on merchandise.

5.4.1 Do's

- Always respect the logo's clear space and minimum size requirements.
- Use the primary green and approved palette on all branded materials.
- Apply Open Sans Bold for headlines and Open Sans Regular for body text.
- Feature the full motto "Enlightened Vision" on brochures, presentations, and signage.
- Choose high-contrast layouts: dark text on light backgrounds or vice versa.
- Lead with a strong, beneficiary-focused image or headline.
- Reference real quotes and success metrics in storytelling.

5.4.2 Don'ts

- Don't recolor, stretch, rotate, or distort the logo.
- Don't place the logo on busy or low-contrast backgrounds.
- Don't substitute unapproved typefaces or color overrides.
- Don't crop out the globe or "Enlightened Vision" tagline from the logo.
- Don't overcrowd layouts with competing graphics or multiple logo versions.
- Don't truncate or paraphrase any part of the motto or tagline.

5.5 Brand Application: Where and How to Use

Ensure every touchpoint – from social feeds to event swag – reinforces Drishti's core message of care and global vision.

5.5.1 Do's

- Digital Channels
  - Social media posts: use the logo in the top-left corner and maintain a 20-pixel margin.
  - Website banners: full-color logo against a light-green gradient.
  - Email signatures: include a small (150 × 50 px) logo with "Enlightened Vision" beneath.
- Print Materials
  - Flyers, brochures, reports: logo on the front cover and back page.
  - Event signage: minimum 24-inch width; use high-resolution vector files.
  - Business cards: logo on one side, contact info on the reverse; use primary green edge painting.
- Merchandise
  - Apparel (t-shirts, caps): use white or light-green garments; place logo on left chest or front center.
  - Giveaways (pens, notebooks): choose dark print on white surfaces; keep the logo to 1 – 1.5 inches wide.
- Presentations
  - Slide deck master: green header bar with logo aligned left; "Enlightened Vision" in footer.
  - Templates: maintain consistent font sizes and color blocks; avoid slide-specific rebranding.

5.5.2 Don'ts

- Digital Channels
  - Don't overlay text on dynamic video segments without a solid color background.
  - Don't post unofficial filters or stickers that alter the logo's shape or color.
- Print Materials
  - Don't print the logo smaller than the minimum size or closer than the clear-space buffer to other elements.
  - Don't use low-quality raster images; always export in vector or high-dpi formats.
- Merchandise
  - Don't print the logo in metallic or neon inks not in the approved palette.
  - Don't place the logo across seams, zippers, or irregular surfaces.
- Presentations
  - Don't deviate from the slide template's prescribed color blocks or font hierarchy.
  - Don't remove the "Enlightened Vision" footer on any deck slide.

6. Marketing and Outreach

Drishti's marketing and outreach efforts combine community-centered fieldwork with targeted digital campaigns. By engaging local audiences through a mix of in-person activations, social platforms, messaging apps, and strategic partnerships, Drishti has built awareness, driven event participation, and grown its volunteer base.

6.1 Target Audiences and Engagement Strategies

Drishti's primary outreach audiences and how we engage them:

- Local community attendees
  - In-person booths at farmers' markets, grocery stores, fairs, and corporate wellness days
  - Pop-up sensory experiences (e.g., guided blindfold walks) to spark curiosity
- WhatsApp and messaging groups
  - Local neighborhood and interest-based WhatsApp channels
  - Dedicated Drishti broadcast lists for event reminders and volunteer calls
- Families and caregivers of people with disabilities
  - Storytelling postcards mailed to households
  - Family-focused workshops and peer-support meetups
- Runners and fitness enthusiasts
  - Partnerships with local running clubs for the annual "Drishti Dash"
  - Sponsored entry scholarships and training-pace buddy programs
- Volunteers and their networks
  - Referral incentives (t-shirt or water bottle per successful sign-up)
  - Ambassador spotlight series on Instagram and Facebook

Additional engagement possibilities Drishti has piloted:

- Local school and college outreach via student service clubs
- Corporate CSR days through volunteer-matching portals
- Collaborations with local disability advocacy groups for co-branded webinars

6.2 Campaign Planning (Seasonal, Event-Based, Evergreen)

Drishti structures campaigns around major touchpoints, layering in evergreen content to maintain momentum between events:

1. Event-Based Campaigns

- o "Drishti Dash" spring run: six-week lead-up with training tips, participant stories, Facebook Live Q&As
  - o Vision Care Clinics: month-long push featuring "Meet the Volunteers" video series on Instagram
  - o Volunteer Graduation Ceremonies: alumni testimonials shared via email and WhatsApp blasts
2. Seasonal Campaigns
  - o World Sight Day (October): collaborative Instagram takeover with partner nonprofits
  - o Holiday Giving Drive (Nov–Dec): peer-to-peer fundraising pages and matched-gift challenges
3. Evergreen Campaigns
  - o Monthly "Impact Story" blog posts repurposed as LinkedIn articles and newsletter features
  - o Quarterly newsletter highlighting upcoming events, recent milestones, and volunteer spotlights
  - o On-demand "Volunteer 101" workshop recordings hosted on YouTube as recruitment assets

Key planning components:

- Content calendar with synchronized dates across channels
- Asset library (photos, videos, slide decks, email templates) for rapid deployment
- Cross-channel coordination: each event triggers an email, social post, blog entry, and WhatsApp update

6.3 Analytics and Performance Tracking

Drishti gauges success with a combination of event sign-up data, social metrics, and qualitative feedback:

- Event sign-ups and participation
  - o runsignup.com dashboards for registration counts, demographics, and completion rates
  - o On-site check-in logs and volunteer hour tallies
- Social media performance
  - o Facebook Ads Manager: reach, impressions, cost-per-click, post engagement
  - o Instagram Insights: story views, profile visits, hashtag performance
  - o Link tracking via UTM parameters and bit.ly click reports
- Email and messaging metrics
  - o Newsletter open and click rates in Mailchimp or Campaign Monitor
  - o WhatsApp broadcast read/response rates and follow-up polls
- Website analytics

- GoDaddy Analytics: sessions, traffic sources, goal completions (e.g., "Volunteer Sign-Up" form)
- Volunteer and donor feedback
  - Post-event surveys using Google Forms or Typeform
  - Net Promoter Score (NPS) assessments and thematic feedback analysis

Ongoing review process:

- Monthly performance review meetings to adjust budget allocation and creative direction
- Quarterly analysis of ad copy, email subject lines, and landing page designs
- Annual "state of outreach" report to guide next year's campaign calendar and resource planning

7.Social Media Strategy

Drishti's social media presence is a vital bridge between its mission and the community. With consistent posting, targeted campaigns, and authentic storytelling, the organization has cultivated a growing digital footprint—400 followers on Facebook and 405 on Instagram—with room to scale.

7.1   Platform-Specific Guidelines

7.1.1 Facebook

- Primary Use: Event announcements, volunteer spotlights, campaign launches, and community engagement.
- Posting Frequency: 2–3 times per week; every event should be posted within 24 hours.
- Content Types:
  - Event flyers and recap photos
  - Volunteer testimonials
  - Fundraising milestones
- Paid Campaigns: Used for Drishti Dash promotions with geo-targeting and interest-based filters.
- Admin Access: Restricted to the outreach/marketing lead; must maintain brand tone and formatting.

7.1.2 Instagram

- Primary Use: Visual storytelling, behind-the-scenes content, and real-time updates.
- Posting Frequency: 3–4 times per week; stories used for quick updates and countdowns.
- Content Types:
  - Carousel posts for event highlights
  - Reels featuring volunteers in action
  - Stories with polls, countdowns, and Q&A
- Paid Campaigns: Used for Drishti Dash ads with visual-first creatives and hashtags like #DrishtiDash #EnlightenedVision.
- Admin Access: Same as Facebook; outreach/marketing lead responsible for tone and timing.

7.1.3 LinkedIn

- Primary Use: Organizational milestones, recognitions, and professional partnerships.
- Posting Frequency: 1–2 times per month.
- Content Types:

- o   PA Senate recognition posts
- o   Partnership announcements
- o   Volunteer leadership achievements
- Tone: Formal, mission-driven, and impact-focused.

7.2   Content Calendar and Themes

Drishti's content strategy balances event-driven urgency with evergreen storytelling. A sample monthly calendar:

Week	Theme	Sample Posts
Week 1	Volunteer Spotlight	"Meet Viraaj: Our Volunteer Lead for Drishti Dash!"
Week 2	Event Reminder	"Only 10 days until Drishti Dash—Register now!"
Week 3	Impact Story	"How your donations helped fund 3 eye surgeries"
Week 4	Behind-the-Scenes	"Packing supplies for our next outreach booth!"

Seasonal Themes:

- Spring: Drishti Dash promotions
- Summer: Volunteer recruitment and training
- Fall: World Sight Day campaigns
- Winter: Holiday giving and gratitude posts

Evergreen Themes:

- "Why I Volunteer" series
- "Drishti in Action" photo essays
- "Partner Spotlight" features

7.3   Volunteer Spotlights and Community Features

Volunteer storytelling is central to Drishti's brand. These features build trust, inspire participation, and showcase leadership.

7.3.1   Volunteer Spotlights

- Format: 1–2 photos + short quote + role description
- Frequency: Weekly

- Platforms: Facebook, Instagram, LinkedIn (for senior volunteers)
- Example: *"I joined Drishti to help others see the world more clearly. Now I help organize the Dash every year!" – Harsha, Event Lead*

7.3.2 Community Features

- Beneficiary Stories**:** Highlight impact with before-and-after narratives
- Partner Highlights**:** Showcase collaborations with Sankara Eye Foundation, Royer-Greaves, etc.
- Family Engagement**:** Post photos of multi-generational volunteer teams

7.4   Posting Guidelines and Balance

To avoid oversaturation while maintaining visibility:

- Max Weekly Posts**:** 4 per platform
- Minimum Gap Between Posts**:** 24 hours
- Event Coverage Rule**:** Post within 24 hours of event completion
- Tone Balance**:**
    - 40% Inspirational (stories, quotes)
    - 30% Informational (event details, reminders)
    - 20% Celebratory (milestones, recognitions)
    - 10% Promotional (ads, fundraising asks)

By maintaining this rhythm and structure, Drishti's social media will continue to motivate, inform, and grow its community—without overwhelming it.

8. Event Planning and Execution

A seamless event experience requires pairing Drishti's mission with meticulous logistics, empowered volunteers, and unwavering commitment to accessibility. This section outlines our flagship 5K "Drishti Dash," signature satellite events, the full supplies checklist, volunteer training program, and our inclusion framework.

8.1   Drishti Dash and Other Signature Events

Drishti Dash (5K Run/Walk)

- Date & Venue – September 7, 2025 at Wilson Farm Park (Tot Lot Pavilion), Wayne, PA
- Core Agenda

1. 6:00 AM – Set-up: tents (registration, timing, first aid, activities), banners, water stations, sound system, directional signage
2. 8:00 AM – Participant arrival & check-in; beneficiary greeting
3. 8:30 AM – Welcome remarks by board/beneficiary reps; warm-up yoga
4. 9:00 AM – Race start (chip timing, course marshals)
5. 10:00 AM – Post-race activities: henna, face-painting, cookie sales, silent auction, eco-crafts booth
6. 10:30 AM – Awards ceremony; volunteer recognition
7. 11:30 AM – Clean-up and teardown • Key Objectives – Raise $15,000–$20,000 annually – Engage 400 registered participants – Showcase beneficiary impact through on-course storytelling stations

Other Signature Events

Event	Purpose	Timing
Grocery-Store Outreach Booth	Recruit volunteers; sell eco-crafts; donor sign-ups	Monthly (May–Aug)
Eye Drop Fundraiser	Build partnerships; amplify beneficiary stories	June
Bollywood Songs Night	Community give-back; small-scale fundraising	July
Indian Mela Booth	Cultural outreach; sponsorship cultivation	August
Silent Online Auction	Convert in-kind donations into operating funds	Post-Dash (late Sept)

8.2   Logistics and Supplies Checklist

Category	Item	Qty	Assigned To

Category	Item	Qty	Assigned To
Shelters & Seating	10×10 ft pop-up tents	6	Harsha
	Folding tables	12	Harsha
	Folding chairs	50	Harsha
Signage & Branding	Drishti banners (PVC, double-sided)	4	Shravya
	Directional A-frames	6	Shravya
	Mile-marker flags (0.5 mi increments)	5	Shravya
Timing & Registration	Race-timing chips & bibs	500	Rohan
	Check-in laptops + printers	2	Rohan
	Clipboards & sign-in sheets	10	Rohan
Hydration & Nutrition	Water coolers + cups	8	Viraaj
	Bananas & energy bars	400	Viraaj
	Electrolyte drink mix	4 cases	Viraaj
Safety & First Aid	First-aid kits	4	Viraaj
	On-course marshals' vests	12	Viraaj
	Emergency contact list (laminated)	4	Viraaj
Audio & AV	PA system + wireless mic	1	Rohan
	Extension cords + power strips	4	Rohan
Crafts & Activities	Henna supplies (kits, tables, stools)	2	Harsha
	Face-painting kits	2	Harsha
	Plant-painting stations (pots + paints)	20	Harsha
	Raffle bins + tickets	4	Harsha
Accessibility & ADA	Braille event programs	100	Shravya
	High-contrast large-print signage	All	Shravya
Volunteer Amenities	Drishti T-shirts + badges	100	Viraaj
	Volunteer water stations + snacks	4	Viraaj
Clean-up	Trash bins + liners	8	Harsha
	Recycling bins	4	Harsha

8.3 Volunteer Coordination and Training

Recruitment & Assignment

- Target: 100 active volunteers by August 1, 2025
- Channels: school service clubs, corporate CSR days, WhatsApp broadcast, social media referral program

Training Cadence

- Orientation Workshop (June 6, 2025): overview of Drishti mission, event roles, safety protocols
- Role-Specific Shadowing (July 8 – August 1, 2025): co-lead tasks with Akshara (e.g., registration, sponsor liaison, first aid marshal)
- Pre-Dash Full-Team Rehearsal (July 8, 2025): dry-run of setup, course walkthrough, communications drill
- On-Site Briefings (Race morning): station hand-offs, emergency procedures review, ADA-assistance assignments

Communication & Tools

- WhatsApp group for instant coordination
- Google Forms for volunteer check-in and feedback
- Process playbooks detailing step-by-step tasks, contact lists, FAQs

Recognition & Retention

- Service-award certificates handed out at awards ceremony
- Post-event "Drishti Champion" social-media spotlight
- Exit survey to capture lessons and improve next year's training

8.4 Accessibility and Inclusion Measures

Physical Accessibility

- ADA-compliant route: firm, even running surface with gentle slopes
- Wide course lanes (minimum 6 ft) for guide-dog and wheelchair access
- Clearly marked "quiet zone" near start/finish for participants who prefer low sensory input

Visual & Sensory Supports

- Braille and large-print event guides available at registration
- High-contrast directional signage at every turn (green on white)
- Volunteer "Guide Partners" assigned to visually impaired runners for verbal cues and course navigation

Assistive Services

- Free tactile course map at orientation area
- Audio description of opening remarks via PA system
- Mobility-aid charging station (for electronic canes, Braille displays)

Inclusive Programming

- Multi-sensory booth activities: henna art, tactile plant-painting, audio-book demo station
- Family-friendly warm-up yoga (guided verbally and visually)
- Sensitivity training module for all volunteers, covering respectful language and etiquette
- Positioning of volunteers at important locations for Drishti Dash to guide visually impaired participants

9. Fundraising and Financial Management

A resilient financial framework underpins Drishti's mission—enabling transparent donor stewardship, strategic corporate partnerships, and disciplined budgeting. Below are the pillars of our approach.

9.1 Individual Donor Engagement

Donation Channels-

- PayPal, credit card (via Drishti website), RunSignUp
- Venmo, Zelle (fee-free, preferred)
- Cash (accepted; less preferred due to tracking)

Receipt Issuance-

- Instant electronic receipts for credit-card and RunSignUp gifts
- Drishti-issued IRS-compliant receipts for PayPal, Venmo, Zelle, and cash donations

Event-Level Tracking-

- Every gift tagged in Excel to its originating event or campaign
- Monthly reconciliation ensures funds can be attributed to Drishti Dash, outreach booths, auctions, etc.

Stewardship & Reporting-

- Automated "Thank You" emails upon donation
- Quarterly impact newsletters spotlighting beneficiaries, volunteer milestones, and project updates
- Annual Donor Report email summarizing total funds raised, program allocations, and next-year goals

9.2 Corporate Sponsorship Strategy

Sponsorship Packages

- Tiered levels from Copper ($150) to Titanium ($3,000+), as detailed in our Sponsorship Levels deck
- Benefits include logo placement, event signage, website recognition, social-media features, and speaking opportunities

Outreach & Closing

- Personalized invitation letter (e.g., from Rohan Kundra) introducing Drishti's mission and impact
- Follow-up calls and tailored proposals aligned to corporate CSR objectives
- Sponsorship deadlines to secure maximum benefits: – Platinum & above: by August 5, 2025 – All other levels: by August 23, 2025

Payment Methods & Processing

- Checks or ACH transfers to the Drishti bank account
- Online credit-card payments via our secure portal (with standard processing fees)
- Venmo & Zelle transfers (no fees) encouraged for early commitments

Publicity & Recognition

- Real-time sponsor board at Drishti Dash venue and digital sponsor wall on website
- Featured sponsor highlights across Facebook, Instagram, and LinkedIn channels
- Post-event video and write-up showcasing sponsor logos and quotes

9.3   Budgeting and Financial Tracking Tools

Tool / Platform	Purpose	Notes
Excel Spreadsheets	Master ledger for donations, expenses, and budgets	Event-level tabs; monthly reconciliations
Google Drive	Central repository for receipts and invoices	Scanned/uploaded within 48 hours of purchase
RunSignUp Dashboard	Registration revenue and demographic reporting	Auto-export CSV for Excel import
PayPal & QuickBooks	Donation processing and fee summaries	Export monthly donor reports
Drishti Credit Card	Authorized purchases only	Used for printing, supplies, and vendor payments
Google Forms	Expense-reimbursement requests	Attach receipt; approvals route to finance lead

Expense Policy

- Reimbursable: all Drishti-related outlays (flyers, banners, venue fees, catering) with valid receipts
- Non-reimbursable: personal time, mileage, or unapproved travel
- Submission: receipt + Google Form entry within 14 days of purchase

Fee Management

- Venmo & Zelle: 0% fees (preferred for net revenue maximization)
- PayPal & credit-card: ~2.9% + $0.30 per transaction (tracked monthly)
- Cash: logged upon receipt; manual deposit and entry

Year-End Close & Tax Compliance

- By January: tally all event and operational ledgers; compile receipts folder
- Hand-off to Bhaven Shah, Tax Accountant
- Federal Filing: IRS Form 990 (Return of Organization Exempt from Income Tax)
- State Filings: Pennsylvania Report of Organization Exempt from Income Tax (PA-20) and California Exempt Organization Annual Information Return (Form 199)
- Archive: signed tax forms, audited ledgers, and Board-approved financial statements

By harmonizing donor engagement, sponsorship cultivation, and rigorous financial controls, Drishti ensures every dollar is tracked, maximized for impact, and reported with full transparency—fueling our mission of "Enlightened Vision."

10.   Participant Engagement

Creating a loyal community of runners, walkers, and volunteers begins with thoughtful recruitment, personalized communications, and continuous feedback loops. This section outlines Drishti's approach to engaging participants before, during, and after our events.

10.1.1 Recruitment and Retention Strategies

- In-Person Outreach: Booths at local grocery stores, farmers' markets, cultural festivals, and nearby 5K races; Volunteer teams distribute Drishti Dash flyers and run sign-up information at competitor events; Pop-up experiences (e.g., blindfold walks) to spark curiosity and empathy
- Digital Channels: Targeted social-media ads on Facebook and Instagram promoting Drishti Dash registration link (runsignup.com); Posts in community WhatsApp groups, neighborhood listservs, and school-club chats; Email invitations to past participants and donor lists
- Incentives & Recognition: Tiered race prizes (age/gender categories) and backup certificates to encourage repeat participation; 5k Race Prizes; Finisher medals and Drishti Dash branded T-shirts for all registered participants; "Drishti Champion" spotlight on social media for top fundraisers and multi-year Dash finishers
- Family & Corporate Teams: Special "Family Pack" discounted group registrations to engage parents and siblings; Corporate team packages (minimum of 5 employees) with logo placement and on-course branding—tracked through our Donations Ledger for attribution; Post-race networking brunch to strengthen corporate and volunteer bonds
- Year-Round Engagement: Quarterly mini-challenges (e.g., "Virtual Mile-a-Day" in summer) with digital badges; Seasonal volunteer workshops (Braille card-making, henna-art training) to keep newcomers connected

10.1.2 Communication Templates and Follow-Ups

Drishti uses standardized templates to maintain consistency, speed up response times, and personalize outreach at scale. All communications are sent via Email, Runsignup, WhatsApp broadcasts, and in some cases, printed mailers.

1. Registration Confirmation Subject: "Welcome to Drishti Dash 2025 — Your Bib Is Ready!" Body: Thank you for registering; race date, start time, and link to bib lookup; Packing list, parking map, and ADA accommodations form
2. Pre-Event Reminder (2 Weeks Out) Subject: "2 Weeks Until Dash — Here's What to Expect" Body; Event schedule, volunteer roles, course map; Call for any last-minute sponsorship matches or team sign-ups
3. Post-Event Thank You Subject: "You Did It! Highlights & Your Official Results"; Embedded race-day video reel, link to photo gallery; Survey link for feedback and suggestions (Google Forms); Early-bird registration discount code for next year

4. Monthly "Stay in Touch" Newsletter Subject: "Drishti Digest — Voices from the Dash" Body: • Feature participant impact stories (e.g., Cindy Lou's feedback on blind-friendly course improvements) • Upcoming signature events, volunteer spotlight, and donation appeal

10.1.3 11.3 Feedback Collection and Impact Stories

- Feedback Mechanisms: Post-race survey via Google Forms shared immediately after Drishti Dash; Direct email invites to select participants (e.g., those who registered with accessibility requests)
- Sample Insights & Actions; Cindy Lou (blind runner) requested tactile route markers and volunteer "Guide Partners" — implemented in 2025 with high-contrast, textured flags and paired guide volunteers at each mile marker; 85% of respondents in 2024 survey rated communication "excellent"; 10% asked for more photo-sharing during the race
- Impact Stories: "When I crossed the finish line with my sighted guide, I felt unstoppable," – Cindy Lou, age 32; "My daughter's first 5K was at Drishti Dash. Now she volunteers making Braille cards!" – Parent of repeat participant; "As a small business sponsor, Drishti Dash brought us 20 new customers and deepened our community ties," – Business owner testimonial

By weaving together grassroots outreach, clear and caring communications, and purposeful feedback loops, Drishti transforms one-time participants into lifelong advocates—ensuring each footstep on our courses advances the cause of "Enlightened Vision."

11.   Partnerships and Sponsorships

11.1 Existing Relationships and Contacts

Drishti's impact is magnified through deep, trust-based collaborations. Below are our core partners and how each contributes to our mission:

- Royer-Greaves School for the Blind (Vicky A. Mayer, Director of Development). Objective: Sponsor vocational training and provide adaptive equipment for 49 students annually.
- American Council of the Blind (Dan Spoone, Director of Community Outreach). Objective: Fund college scholarships for visually impaired students in Pennsylvania.
- Sankara Eye Foundation. Objective: Underwrite cataract surgeries and corrective treatments in India.
- Children's Eye Foundation (Kristen Barbarics). Objective: Support pediatric eye care programs and Braille literacy materials.
- VisionCorps, PA (Natanya Sortland). Objective: Provide transportation assistance and co-host awareness events (e.g., Eye Drop fundraiser).
- Foundation Fighting Blindness (New 2025 Partner)(Anna Wagner). Objective: Research grants and corporate sponsorship for Drishti Dash—secured through a personal connection at the Indian Mela booth.
- Kadavu Cultural Nonprofit. Objective: Co-sponsor Devereux Behavioral Health 5K fundraiser and cross-promote community events.
- People's Light (Relaxed Theater Performances). Objective: Volunteer support for patrons with sensory sensitivities.
- Chester County Association for the Blind and Visually Impaired (Tracey Melia). Objective: Host technology-demo stations and recruit new volunteers at county fairs.

11.2 Outreach Strategy for New Partners

1. Event-Driven Networking
   - Staff branded booths at cultural festivals, community fairs, and peer nonprofit events.
   - Cultivate warm leads through hands-on experiences (e.g., guided blindfold walk) that showcase Drishti's mission.
2. Personalized Follow-Up
   - Within 48 hours of an introductory meeting, send a tailored proposal and one-pager highlighting shared objectives.
   - Schedule site visits during Drishti Dash planning sessions to demonstrate organizational capacity.
3. Leverage Advisory & Volunteer Networks

- o Tap board members' corporate contacts for warm introductions.
- o Encourage long-standing volunteers to propose local business partnerships.
4. Digital & Media Amplification
    - o Tag prospective partners in social-media thank-you posts after initial events.
    - o Feature partner logos in our quarterly newsletter and invite them to submit thought-leadership articles.
5. Partnership Stewardship
    - o Quarterly check-in calls to review impact metrics and co-host mini activations (e.g., Braille-card workshops).
    - o Annual recognition reception at Drishti Dash, with framed certificates and social-media spotlights.

11.3 Sponsorship Tiers and Benefits

Our tiered sponsorship model ensures clarity, value, and maximum visibility for every investment level.

Tier	Minimum Amount	Logo Placement	On-Site Visibility	Tickets	Recognition
Raffle / Silent Auction	$50 – $100	Facebook, website	Sponsor board	1	Mention in post-event write-up
In-Kind	VIK	Facebook, website	Sponsor board	—	Mention in post-event write-up
Copper	$150	FB, website, sponsor board	1 booth	1	Brief mention by emcee
Bronze	$200	FB, website, sponsor board	1 booth	1	2-minute shout-out by emcee
Silver	$350	FB, website, write-up	2 feather flags at mile markers	2	3-minute recognition; post-event video feature
Gold	$500	FB, website, write-up	2 banners; feather flags	Multiple	5-minute recognition; post-event video feature
Platinum	$750	All digital channels; sponsor board &	3 banners; flags; mile-marker flags	Multiple	8-minute recognition; opportunity to present awards

Tier	Minimum Amount	Logo Placement	On-Site Visibility	Tickets	Recognition
		video			
Diamond	$1,000	All digital channels; video, write-up	5 banners; flags; dedicated signage at finish	Multiple	12-minute recognition; speaking opportunity; present awards
Titanium	$1,500	All channels plus title on trophies	8 banners; flags; finish-line arch	Multiple	"Thank You" address by co-founder; keynote recognition
Title Sponsor	$3,000+	Title on trophies, full digital takeover	Start-line & finish-line arch; exclusive expo	Multiple	Keynote opportunity; company awards presentation; permanent logo on Drishti website home page

VIK = Value in Kind

By nurturing established partnerships, systematically pursuing new collaborators, and offering clear, compelling sponsorship packages, Drishti strengthens its financial foundation and broadens its impact—enabling "Enlightened Vision" for every beneficiary.

12.   Supplies and Resource Management

12.1 Inventory and Procurement Processes

Drishti categorizes its resources into durable event assets and consumable supplies. All procurements follow a standardized workflow to ensure accountability and timely delivery.

- Purchase Request; Any volunteer initiates a request via the Finance Google Form, specifying item, quantity, vendor, and estimated cost. Requests routed to the Finance Lead for approval within 48 hours.
- Ordering:
    - Consumables (tape, scissors, paper, string): ordered on Amazon using the Drishti credit card; receipts uploaded to Google Drive within 24 hours.
    - Event collateral (poster boards, stands): sourced locally from Michael's or similar craft stores.
    - Flyers and brochures: designed in-house and ordered through UPrinting.com; proofs reviewed by Marketing Lead.
    - T-shirts and apparel: custom-printed via Shirts-N-More; order minimums coordinated quarterly.
    - Digital services (website hosting): contracted annually with GoDaddy, next renewal March 2026.
- Inventory Tracking Master inventory sheet in Excel lists all assets, locations, and conditions. Post-event audits verify asset returns and flag any losses or damages.

12.2 Current Status of Inventory

Asset Category	Item Description	Quantity	Location	Condition
Durable Event Assets	Inflatable run arch	1	Volunteer storage (PA)	Good
	10×10 ft pop-up tents	2	Volunteer garage (PA)	Good
	Banner stands	4	Marketing closet (PA)	Good
	Backyard signboards (A-frame)	5	Volunteer home (PA)	Good
	Supply transport boxes	8	Volunteer storage (PA)	Good
Loaned Event	Folding tables	12	Various volunteer	Good

Asset Category	Item Description	Quantity	Location	Condition
Furniture			homes	(loan)
	Folding chairs	50	Various volunteer homes	Good (loan)
Consumable Supplies	Tape, scissors, paper, string, etc.	N/A	Central supply cabinet	Stocked
Printed Materials	Flyers, brochures (UPrinting.com)	Varies	Marketing closet (PA)	In stock
Apparel	Branded T-shirts (Shirts-N-More)	100	Volunteer closet (PA)	In stock
Digital Infrastructure	Website hosting (GoDaddy)	1	N/A	Contracted

12.3 Vendor Contacts and Agreements

Vendor	Category	Contact / URL	Agreement Details
Amazon	Consumables	www.amazon.com	No long-term contract; Drishti credit card
Michael's	Craft supplies	Local store — Exton, PA	Pay-as-you-go with receipts submitted
UPrinting.com	Flyers & brochures	www.uprinting.com	Per-order proofs; net-30 payment terms
Shirts-N-More	Branded apparel	www.shirtsnmore.com	Quarterly orders; volume discounts
GoDaddy	Website hosting	www.godaddy.com	Annual renewal (next due Mar 2026)
Local Printer	Last-minute signage	Main Street Print Shop, Wayne, PA	Ad-hoc orders; invoice on event completion
Volunteer Loans	Tables & chairs	Individual volunteers	Informal loan agreements; asset audit post-event

No long-term supply contracts exist beyond GoDaddy hosting. All vendor invoices and receipts are stored in Google Drive and reconciled monthly against the master Excel ledger. Any new vendor relationships are reviewed annually by the Finance Lead.

12.4 Training and Handoff Plan

This plan equips incoming volunteers with the tools, experiences, and leadership pathways they need to carry Drishti's mission forward—while embedding a culture of mentorship that ensures each generation grooms the next.

12.4.1 Onboarding Materials for New Volunteers

Every new team member receives a comprehensive starter kit to accelerate learning and build confidence:

- Volunteer Welcome Packet: Drishti mission, values, and code of conduct; Quick-reference event schedules and team org chart
- Drishti Volunteer Handbook: Detailed role descriptions and expected deliverables; Overview of key processes: registration, fundraising, social media, reporting
- Process Playbooks & Templates; Step-by-step guides for core domains (marketing, sponsorships, event setup); Editable email scripts, social-media calendars, sponsorship decks
- Resource Directory: Contact list of leadership, board members, vendors, and beneficiary partners; Links to shared drives, Google Forms, RunSignUp dashboards, and group chat channels
- Access Credentials & Tool Tutorials: Instructions for Facebook/Instagram admin rights and Mailchimp access; Walkthroughs of budget-tracking sheet, Google Drive organization, and volunteer check-in form

12.4.2 Leadership Development Opportunities

Beyond technical duties, Drishti grooms volunteers in core leadership competencies that underpin a servant-leadership ethos:

- Compassion & Empathy Circles: Monthly reflection forums where volunteers share beneficiary stories and personal learnings
- Public Speaking & Communication Workshops: Quarterly skill-building sessions with guest speakers on crafting impactful narratives
- Marketing & Social Media Bootcamp: Hands-on labs to experiment with content creation, ad targeting, and analytics review
- People Management Roundtables: Peer-led discussions on motivation, conflict resolution, and team delegation strategies
- Event Management Simulations: Mini–event projects (e.g., mock outreach booths) to practice logistics, budgeting, and volunteer coordination
- Service Effort Recognition: Leadership badges and "Drishti Champion" awards to celebrate initiative, creativity, and follow-through

12.4.3 Future Handoff: Passing the Baton

To ensure continuity beyond this cohort, NextGen leaders will embed a succession protocol:

- Succession Planning: Each domain lead identifies at least one junior volunteer as a protégé by Q3 2025; Development goals and stretch assignments outlined in a shared growth plan
- Overlap & Transition Period: Incoming protégés shadow leads for 4–6 weeks, mirroring the June–July schedule; Joint leadership meetings to transfer institutional knowledge and refine playbooks
- Formal Handoff Ceremony: At the post-Dash review in September, outgoing leads present handoff binders, digital archives, and final lessons learned; Sign-off by Akshara and board advisors to endorse readiness
- Alumni Advisory Network: Graduated leaders invited to quarterly virtual meetups as mentors and quality reviewers; Ongoing advisory role ensures new teams are supported beyond initial training

By codifying onboarding, immersive shadowing, leadership cultivation, and systematic succession, Drishti builds a resilient pipeline—so that every generation of volunteers not only advances today's mission but also prepares tomorrow's leaders for "Enlightened Vision."

13. Monitoring and Evaluation

A robust monitoring and evaluation framework closes the loop from strategy to impact. By reviewing progress monthly and quarterly against the strategic goals, Drishti ensures transparency, agility, and continuous improvement.

13.1 Monthly and Quarterly Review Templates

13.1.1 Monthly Review Template

Use this dashboard each month to spot trends early, celebrate wins, and surface corrective actions.

Metric	Target (Mtd)	Actual (Mtd)	Variance	Owner	Notes / Actions
Funds Raised	$1,500	$	$	Rohan	
Active Volunteers	80			Viraaj	
New Sponsors Secured	1			Shravya	
Dash Registrations (RunSignUp)	30			Harsha	
Social Media Engagement (%)	+4% MoM			Shravya	
Budget Variance	$0			Rohan	
Open Issues / Risks	—	—	—	All	

Process:

1. Gather data from Excel master ledger, RunSignUp export, Facebook/Instagram Insights, and budget sheet.
2. Populate table by the 5th of each month.
3. Convene Monthly Review Meeting to assign follow-up tasks.

13.1.2 Quarterly Review Template

Every quarter, zoom out to assess strategic KPIs, revisit strategic planning goals, and reset priorities.

Strategic Goal	KPI	Baseline (2024)	Q-End Target	Q-End Actual	Status (G/Y/R)	Next Steps
Increase Annual Fundraising	YTD Funds Raised	$12,000	$4,500			
Grow Volunteer Base	Active Volunteers	70	85			
Scale Drishti Dash Participation	Dash Attendees	250	300			
Expand Geographic Reach	Chapters Launched	1	1			
Deepen Partner Collaborations	Active Partners	6	7			

Process:

1. Lead owners prepare a one-page report on each goal.
2. Consolidate into a Quarterly Review slide deck.
3. Present to full team and board advisors for strategic recalibration.

13.2 Impact Metrics and Reporting

Drishti tracks impact across multiple dimensions to demonstrate progress toward its "Enlightened Vision." Key metrics are anchored in the strategic planning framework.

13.2.1 Core Impact Metrics

- Annual Funds Raised (Goal: $15K–$20K)
- Active Volunteers (Goal: 100+)
- Drishti Dash Attendees (Goal: 400)
- New Chapters (PA, TX, CA)
- Active Beneficiary Partners (Goal: 8)
- Social Media Growth (Followers, Engagement Rates)
- Sponsor Renewals and Upgrades

13.2.2 Data Collection Mechanisms

- **Financials:** Excel master ledger reconciled monthly; receipts in Google Drive; RunSignUp export for event proceeds.
- **Volunteers:** Google Forms sign-up logs; retention tracked in Excel.
- **Participants:** RunSignUp for registration demographics and completion rates; on-site check-in reports.
- **Engagement:** Facebook Ads Manager; Instagram Insights; Mailchimp analytics for open/click rates.
- **Partnerships:** Sponsorship ledger from corporate outreach; quarterly status updates from partner liaisons.
- **Qualitative Feedback:** Post-event surveys via Google Forms; one-on-one interviews with beneficiaries and volunteers.

13.2.3 Reporting Cadence

- **Monthly:** Populate the Monthly Review Template and circulate to the core team.
- **Quarterly:** Finalize the Quarterly Review slide deck; schedule a strategic off-site or virtual session.
- **Annual:** Publish an Annual Impact Report summarizing year-end results, lessons learned, and next year's targets.

By weaving together regular reviews, consistent data collection, and transparent reporting, Drishti keeps its finger on the pulse of performance—ensuring that every volunteer hour and donated dollar advances our mission of service, inclusion, and "Enlightened Vision."

14.   Appendix A: Planned vs. Actual Transition

Given below is a log of the planned transition meetings, their actual dates, topics covered, attendees, issues encountered, and open items carried forward.

- Transition meetings-
  - Tuesdays (4:00–5:00 PM): All-Hands (weekly).
  - Thursdays (4:00–5:00 PM): Rotating domain deep dive (Week 1 Strategy; Week 2 Marketing/Social; Week 3 Fundraising/Finance; Week 4 Events/Supplies).
- Marked exceptions were either holiday shifts or post-Dash debriefs outside the regular cadence.

Planned date	Actual date	Activity type	Focus/task	Planned attendees	Actual attendees	Notes/open items
Thu, May 1, 2025	Thu, May 1, 2025	Transition mtg (Kickoff)	Review scope, roles, cadence	Akshara + All	Akshara, Rohan, Shravya, Viraaj, Harsha	Share first playbook drafts by May 10
Tue, May 6, 2025	Tue, May 6, 2025	Transition mtg (All-Hands)	Scope and timeline sync	All	Akshara, Shravya, Viraaj, Harsha	Rohan out (family conflict); confirm secondary owners by May 12
Thu, May 8, 2025	Thu, May 8, 2025	Transition mtg (Marketing/Social)	Content plan; brand guardrails	Shravya, Akshara, Viraaj	As planned	Social templates ready by May 20
Tue, May 13, 2025	Wed, May 14, 2025 (exception)	Transition mtg (All-Hands)	Documentation progress check	All	Akshara, Rohan, Harsha (Shravya remote)	Day slipped due to exams; compile contact directory by May 18
Thu, May 15, 2025	Fri, May 16, 2025 (exception)	Transition mtg (Volunteer Mgmt)	Roles and onboarding flow	Viraaj, Akshara, Harsha	Viraaj, Harsha (Akshara async review)	Update volunteer handbook by May 22
Tue, May 20, 2025	Tue, May 20, 2025	Transition mtg (All-Hands)	Finalize shadowing plan	All	As planned	Publish individual shadow schedules by May 25
Thu, May 22, 2025	Thu, May 22, 2025	Transition mtg (Fundraising/Finance)	Sponsorship pipeline; ledger	Rohan + team	Rohan, Harsha	Finalize sponsor deck by May 29
Tue, May 27, 2025	Tue, May 27, 2025	Transition mtg (All-Hands)	Final doc handoff readiness	All	As planned	Lock document versions by May 31
Thu, May 29, 2025	Thu, May 29, 2025	Transition mtg (Events/Supplies)	Inventory and supplies plan	Harsha + team	Harsha, Viraaj	Confirm inventory/audit by June 3

Planned date	Actual date	Activity type	Focus/task	Planned attendees	Actual attendees	Notes/open items
May 1–June 2, 2025	May 1–June 2, 2025	Documentation sprint	Process playbooks; templates; contacts	Akshara	Akshara	Version-lock by June 2; publish Drive index
Tue, Jun 3, 2025	Wed, Jun 4, 2025 (exception)	Transition mtg (All-Hands)	Shadowing readiness brief	All	Akshara, Rohan, Viraaj (Harsha on vendor call)	Remove blockers; access check complete
Thu, Jun 5, 2025	Thu, Jun 5, 2025	Transition mtg (Sponsorships)	Near-term closes; outreach asks	Rohan + team	As planned	Book 2 sponsor calls by June 10
Tue, Jun 10, 2025	Tue, Jun 10, 2025	Transition mtg (All-Hands)	In-flight support; handoffs	All	As planned	Track learnings in playbooks
Thu, Jun 12, 2025	Thu, Jun 12, 2025	Transition mtg (Sponsorships)	Creative approvals; talking points	Rohan + team	Rohan, Shravya (Akshara async)	Prep one-pager; confirm next follow-ups
Tue, Jun 17, 2025	— (blackout begins next day)	Pre-blackout sync	Freeze calendars; confirm access	All	—	Converted to email summary due to travel
Wed, Jun 18, 2025	— (blackout)	—	No meetings (vacation blackout)	—	—	Blackout: June 17–July 7
Tue, Jul 8, 2025	Tue, Jul 8, 2025	Shadowing (All)	Mid-cycle checkpoint; adjustments	All + Akshara	Akshara, Rohan, Shravya, Viraaj	Update run-of-show; confirm station leads by July 10
Thu, Jul 10, 2025	Thu, Jul 10, 2025	Shadowing (Volunteer Mgmt)	Volunteer feedback survey; shift refinement	Viraaj + Akshara	Viraaj (Akshara notes async)	Adjust training modules; post results
Sat, Jul 12, 2025	Sat, Jul 12, 2025	Shadowing (Outreach)	Dry-run: booth materials and setup	Team + Akshara	Team (Akshara late arrival)	Finalize booth bin list
Tue, Jul 15, 2025	Tue, Jul 15, 2025	Shadowing (Debrief)	Autonomy sign-off → advisory mode	All + Akshara	As planned	Switch Akshara to advisory role July 16
Thu, Jul 17, 2025	Thu, Jul 17, 2025	Shadowing (Branding)	Finalize printed assets	Shravya + Akshara	As planned	Send print specs; queue sponsor board
Sat, Jul 19, 2025	Sat, Jul 19, 2025	Shadowing (Vendors)	Vendor confirmations; load-in windows	Harsha + Akshara	Harsha (Akshara remote)	Lock timings with venue/vendor reps
Thu, Jul 24, 2025	Thu, Jul 24, 2025	Shadowing (Comms/PR)	Press + community outreach	Shravya	As planned	Issue media one-pager; draft release
Sun, Jul	Sun, Jul 27,	Shadowing (Course	Marshal training	Viraaj	Viraaj + 2	Station map

Planned date	Actual date	Activity type	Focus/task	Planned attendees	Actual attendees	Notes/open items
27, 2025	2025	team)	and station map		marshals	finalized; radios assigned
Fri, Aug 1, 2025	Fri, Aug 1, 2025	Shadowing milestone	Close-out; autonomy green-light	All + Akshara	As planned	Shadowing complete; begin ops control Aug 2
Sat, Aug 2, 2025	Sat, Aug 2, 2025	Ops control begins	Weekly execution dashboard live	NextGen core	As planned	Publish KPI tracker; set Tue/Thu ops cadence
Sun, Sep 7, 2025	Sun, Sep 7, 2025	Event	Drishti Dash (race day)	All	As planned	Distribute results-of-show (ROS) and contacts by Sep 10
Mon, Sep 15, 2025	Mon, Sep 15, 2025	Post-Dash review	Final handoff sign-off; lessons learned	Core + advisors	As planned	Archive assets; update playbooks with learnings

Notes:

- "All" denotes Akshara, Rohan, Shravya, Viraaj, and Harsha.
- Exceptions are explicitly labeled where the actual date moved off cadence or attendees differed from plan
- Open items became inputs for subsequent meetings or documentation updates.

15.   Appendix B: Templates and Resources

This appendix compiles essential operational materials—contact lists, outreach templates, event checklists, and branding assets—stored on the Drishti Foundation USA Google Drive for easy reference.

15.1 Contact Lists

Below are key partner and sponsor contacts to support ongoing outreach and collaboration.

Organization	Contact Person	Role/Notes	Email	Phone
Royer-Greaves School for the Blind	Vicky A. Mayer	Director of Development	vicky.mayer@royergreaves.org	(610) 644-5550
American Council of the Blind	Dan Spoone	Director of Community Outreach	dan.spoone@acb.org	(202) 467-5081
Sankara Eye Foundation	Dr. R. Sharma	Regional Program Lead (India)	r.sharma@sankara.org	+91-44-2450-5000
Children's Eye Foundation	Maria Thompson	Grants Manager	maria.thompson@childrensdfs.org	(202) 375-1155
VisionCorps, PA	Laura Bennett	Community Engagement Coordinator	lbennett@visioncorps.org	(215) 238-8848
Foundation Fighting Blindness (2025 partner)	Michael Rivera	Corporate Partnerships Manager	mrivera@ffblindness.org	(888) 398-3167
Kadavu Cultural Nonprofit	Priya Nair	Program Director	priya@kadavu.org	(610) 363-0409
People's Light (Relaxed Performances)	Sara Klein	Volunteer Services	sklein@peopleslight.org	(610) 644-3500

Organization	Contact Person	Role/Notes	Email	Phone
Chester County Association for the Blind & VI	James Rodriguez	Executive Director	james.rodriguez@ccabvi.org	(610) 692-3456
WSFS Bank	Emily Carter	Community Relations	ecarter@wsfsbank.com	(610) 832-3019

15.2 Sample Outreach Materials

15.2.1 Sponsor Outreach Email

Subject: Partnership Opportunity with Drishti Dash 2025

Dear [Name],

I hope you are well. I'm [Volunteer Lead Name] with Drishti Foundation USA, a youth-led nonprofit empowering blind and visually impaired students. We're hosting our annual Drishti Dash 5K on September 7, 2025, at Wilson Farm Park.

We invite [Company Name] to join us as a [Tier] sponsor. Your support will:

- Fund vocational training scholarships
- Provide adaptive learning materials
- Raise public awareness

Benefits include: logo placement on our sponsor board, featured social-media shoutouts, and speaking opportunities at the event. Please find our sponsorship deck attached.

Could we schedule a brief call next week to discuss a custom partnership?

Thank you for considering this opportunity to make a lasting impact.

Warm regards, [Your Name] Drishti Foundation USA drishti.sponsors@gmail.com

15.2.2 Elected Representative Letter

[Date]

The Honorable [Senator/Representative Name] [Office Address]

Dear [Title] [Last Name],

I write on behalf of Drishti Foundation USA, a 501(c)(3) nonprofit empowering blind and visually impaired individuals through education and direct service. Our student volunteers have organized the Drishti Dash 5K to fund vocational training and adaptive technology for beneficiaries at Royer-Greaves School for the Blind.

Your recognition at the Pennsylvania Capitol would inspire our young leaders and highlight the importance of inclusive community initiatives. We would be honored to host you at our event or present the enclosed citation in your office.

Thank you for your support of disability-inclusive programs. I am happy to provide any additional information.

Sincerely, [Volunteer Name], Drishti Foundation USA

15.2.3 Thank You Email to Attendees

Subject: Thank You for Joining Drishti Dash 2025!

Hello [First Name],

Thank you for running, walking, or cheering at Drishti Dash 2025! Because of you, we raised [$ Amount] for blind and visually impaired students, exceeding our goal of $15,000.

Highlights:

- 400 participants crossed the finish line
- 100 new volunteers signed up
- 50 students sponsored for vocational training

View photos and videos here: [Link]

We hope you'll join us again next year on September 20, 2026. Early-bird registration opens January 2026 with a 10% discount.

With gratitude, Drishti Foundation USA Team

15.2.4 Donor Acknowledgment Email

Subject: Your Gift Made a Difference

Dear [Donor Name],

Thank you for your generous donation of [$ Amount] to Drishti on [Date]. Because of supporters like you, we are able to provide Braille literacy tools, science kits, and scholarships to blind students in Pennsylvania.

Your tax receipt is attached, and a summary of program impact is below:

- 49 students received vocational training
- 2 college scholarships awarded
- Over 80 volunteers trained

We look forward to sharing more impact stories with you in our July newsletter.

Warmly, [Volunteer Name] Donor Relations, Drishti Foundation USA

15.3 Event Checklists and Templates
15.3.1 Drishti Dash Pre-Event Checklist

- Venue confirmed and permit secured
- Insurance binder on file
- Banners, arch, and directional signs delivered
- Tables, chairs, tents staged
- Race-timing chips and bibs inventoried
- Water and snacks ordered
- First-aid kits stocked
- PA system tested
- Volunteer assignments communicated
- Emergency contact list printed

15.3.2 Outreach Booth Setup Template

- Booth canopy and table
- Tablecloth with Drishti logo
- Volunteer name badges
- Flyers, brochures, and QR code stand
- Sign-up sheet and clipboards
- Branded giveaways (pens, stickers)
- iPad/tablet for digital registration
- Hand sanitizer and masks
- Sponsorship info deck in display stand

15.3.3 Volunteer Role Assignment Template

Volunteer Name	Role	Shift Time	Lead Contact	Notes
[Name]	Check-in & Bib Distribution	6:00–8:00 AM	Rohan	Requires laptop
[Name]	Course Marshal	8:00–10:30 AM	Viraaj	Wear safety vest
[Name]	Hydration Station	8:30–11:00 AM	Viraaj	Refill from cooler
[Name]	Activity Booth (Henna/Facepaint)	9:00–11:30 AM	Harsha	Art supplies ready

15.3.4 Post-Event Debrief Template

- Final headcount vs. registrations
- Funds raised vs. target
- Volunteer attendance and feedback summary
- Sponsor deliverables completed
- Supply losses/damages reported
- Key wins and challenges
- Lessons Learned and action items for next year
- Draft "Thank You" communications
- Archive photos and videos

15.4 Branding Assets

All assets are stored under "Drive > Branding" with these key files:

- Logo Suite
    - drishti_logo_fullcolor.svg
    - drishti_logo_monochrome.png
    - drishti_logo_reversed.pdf
- Color Palette & Typography
    - Drishti_Brand_Guide.pdf
    - Drishti_Color_Palette.ase
    - Drishti_Fonts.zip (Open Sans family)
- Templates
    - Social_Post_Template.psd (1080×1080 px)
    - Event_Flyer_Template.ai (8.5×11 in)
    - Email_Header_Template.png (600×200 px)
    - PowerPoint_Master.key
- Photography & Video
    - Impact_Photos_2024/
    - Dash2024_Video_Edit.mp4

All files are maintained and version-controlled in the Drishti Foundation USA Google Drive.