

Virtual Fundraising Opportunities

Virtual Silent Auction

Hold a virtual silent auction for eye care products, gift baskets or whatever you have available. Use a free silent auction service such as www.32auctions.com and then promote through social media, emails, on your website, and posters. Silent auctions can raise a considerable amount of donations with relatively little effort.

TIP: Reach out to your contacts to ask for donated items to use for your auction.

Hold a Virtual Walk, Run or Bike Ride

Choose a three-day window for participants to do a 5k walk, run or 20k bike ride (safely) by themselves anywhere they choose. Request a donation of \$20 to participate. Get participants to use a free mobile app like Strava to track their course and then send you their result by email. Have prizes for the top times. Participants can also reach out to friends and family for a donation for completing the course!

Mystery Boxes

Purchase similar items with varying degrees of quality/cost (such as gift cards, sweet treats, etc.) and offer the boxes for a set donation amount. Have the boxes available within your office, or virtually by promoting them on social media, via email, and your website. Everybody loves a mystery! Also available through Amazon.

Head Shaving or Other Crazy Antic

Have a doctor or staff member bravely offer to shave their head if your office's fundraising goal is met. This is a great incentive for people to donate. Record the head shaving to share on social media and your website. You can also use YouTube Live or Facebook Live to share it in the moment!

Virtual Video Lessons

Ask for a set donation amount for people to have access to a virtual cooking or paint lesson given by one of your staff members who loves to cook or paint and is not camera shy. Either prerecord the lesson and share the link with those who donate or use YouTube Live or Facebook Live to share it in the moment. Other ideas include virtual singing, crocheting, and any other talents your staff may have.

Digital Download Donation

Have an artistic staff member, friend or relative? Perhaps an artist, musician, author, or chef? Offer a digital download of an item (artwork, song, poem/book, recipes) in return for a donation of \$20 or more. Upload the digital file(s) to a free Dropbox.com account in order to get a shareable link where the item can be downloaded from, and give the link to those who donate.





OPTOMETRY GIVING SIGHT
**world sight day
challenge**

Office Fundraising Opportunities

Casual Dress Day

Hold days throughout the September and October where staff can donate \$5 or more to wear jeans.

Guessing Contest

Fill a jar with small items. For a small donation, patients/customers/staff can guess how many items are in the jar. Winners receive a gift card or other small token.

Patient/Customer Donations

Throughout September and October ask patients/customers if they would like to add \$5 to their invoice or make a small cash donation.

Repair/Adjustment Donation

Request a small donation after providing minor eyeglass repairs or adjustments since these services are often provided at no cost to the patient.

Visit <https://givingsight.org/wsdc/highlights/> for additional ideas!

We invite you to use these ideas or create your own. Please share your ideas so we can include them in our materials. Thank you!

