



OPTOMETRY GIVING SIGHT

**world sight day
challenge**

IT TAKES VISION



Thank you for registering for the 2022 World Sight Day Challenge (WSDC), which runs throughout September and October. It takes vision to change lives around the world. Your support helps people in need to reach their full potential through the gift of sight.

The supplies needed for a successful World Sight Day Challenge are included in this kit:

- Poster
- Brochures (can be kept on display year-round)
- Counter card
- Stickers

Please display your poster and counter card in a heavily trafficked area within your practice. Additionally, you should have received a confirmation email with access to:

Social Media Assets—Social assets include imagery and suggested copy, but feel free to personalize both to fit your practice. Use these assets in the months of September and October to encourage donations for the WSDC.

Impact PDFs—Email these success stories to staff, patients, or customers to alert them that your practice is taking the Challenge and making an impact. Be sure to include how you plan to collect donations in the body of your email.

If you have any questions or need additional supplies, please contact us at: usa@givingsight.org or canada@givingsight.org.

Fundraising Ideas

There are many ways to generate donations for the Challenge. Some ideas include:

- Make a product or service-related donation during the Challenge period—for example, \$5.00 for every eye exam given or eyeglasses purchased during September and October.
- Hold a raffle with fun prizes.
- Have a silent auction.
- Collect donations from patients.
- Refer to the email we sent your practice for more fun fundraising ideas.



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MAKING THE MOST OF THE WORLD SIGHT DAY CHALLENGE IN YOUR PRACTICE

- 1 Brief the staff on your involvement in the World Sight Day Challenge and why you feel it is important. Tell them what you would like to achieve during the Challenge by setting a fundraising target.
- 2 Pick a start and end date for displaying the materials and for doing fundraising activities. Consider giving every patient a brochure when they check-in (additional brochures available upon request).
- 3 Select one person to be the practice "Champion" to coordinate your practice's involvement.
- 4 Plan special activities during September and October. Don't forget to highlight October 13th as World Sight Day 2022!
- 5 Use our social media resources linked in your confirmation email to promote your involvement.

GETTING YOUR PATIENTS EXCITED

Consider saying, "Our practice is supporting the World Sight Day Challenge to raise funds for Optometry Giving Sight, a charity that helps people who do not have access to eye exams or eye glasses. We are also inviting our patients to make a small donation to support this important cause."

You can add: "Just \$10 can help give someone in a developing country an eye exam and glasses."

COLLECTING DONATIONS

There are two easy ways to collect patient donations.

- 1 Invite patients to make a cash or check donation at your practice or use the donation form in the brochure.
- 2 Invite patients to **add a donation** amount to their invoice. Your practice can then remit these amounts to us at the end of the campaign period along with any proceeds from your donation box.

WE THANK YOU FOR YOUR HELP IN CHANGING LIVES THROUGH THE GIFT OF SIGHT.

