**Office Fundraising Opportunities**

**Casual Dress Day(s)**

Held in October where staff can donate $5 or more to wear jeans/casual pants.

**Guessing Contest**

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

**Invoice Donation**

Throughout October ask patients if they would like to add $5 to their invoice.

**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.

**Office Draw**

Hold a drawing for a pair of sunglasses or a year’s supply of contact lenses. Each person who donates $5 or more is entered into the draw. Contact suppliers to get the items donated and promote the supplier as the sponsor.

**Donor Recognition**

For a donation of $5 or more, you can write the donor’s name on the cards included in your digital files and display them prominently on a wall or counter in your office.

**Silent Auction (Virtual or in-office)**

Hold a silent auction for eye care products, gift baskets or whatever you have available. Do in-office or use se a free silent auction service like [www.32auctions.com](http://www.32auctions.com) then promote through social media, emails, on your website, and posters at your practice. Silent auctions can raise a considerable amount of donations with relatively little effort.

**TIP:** Ask your supplier reps to donate items to help with your fundraising. They are usually very willing to do so and the items can be used for several of the fundraising ideas below. You can promote the supplier as the sponsor.

**Virtual Fundraising Opportunities**

**Hold a Virtual Run, Bike or Walk**

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

**Mystery Boxes**

Purchase similar items with varying degrees of quality/cost (such as chocolates, candies, etc) and offer the boxes for a set donation amount. Have the boxes available within your practice, or virtually by promoting them on social media, via email, and your website. Use a Team Fundraising Webpage to collect the donations. 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 Ugly Vest or Sweater Day (virtual or in-office)**

Donors can vote for which doctor has to wear an ugly vest or sweater for a day! Use a free online poll service such as [doodle.com](http://www.doodle.com) to gather the votes, and give the poll URL to those who donate. In your practice, make a box for each doctor and invite patients to put their vote in the box they choose after they donate.

**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](http://www.dropbox.com) account in order to get a shareable link where the item can be downloaded, and give the link to those who donate.

***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!***