



OPTOMETRY GIVING SIGHT

world sight day challenge

GIVING TOGETHER. SEEING FOREVER.



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Thank you for registering for the 2023 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.

If you requested a kit to be mailed to you, these are the supplies included:

- Poster
- Brochures (can be kept on display year-round)
- Sample donor wall cards (more available upon request)
- Counter card
- Stickers

Please display the materials in a heavily trafficked area within your practice. Additionally, you can find all of the digital materials, including social media assets, impact stories and more at: givingsight.org/2023-wsdc

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 office 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:

- **New Fundraising Opportunity - Charity Miles:** A great way to encourage employee wellness while raising funds for Optometry Giving Sight! A simple app downloaded to the phone keeps track of every step walked, ran, or ridden. Download the app at: <https://miles.app.link/OGS> and see more information and instructions at givingsight.org/2023-wsdc
- 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.
- Many more fun fundraising ideas are available at givingsight.org/2023-wsdc



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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 12th as World Sight Day 2023!
- 5** Use our social media resources at givingsight.org/2023-wsdc 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 in need around the world to receive eye exams and glasses. We are also inviting our patients to make a small donation to support this important cause."

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.

