



OPTOMETRY GIVING SIGHT

**world sight day
challenge**

ESTABLISHED 2007

Office Fundraising Opportunities

New Fundraising Opportunity: Charity Miles!

Charity Miles is available in the USA only this year. We hope to have it working in Canada next year.

"With Charity Miles, you, your practice and/or company can make every mile matter."

This new addition to the WSDC offers 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, run, or ridden and can be tracked as a means of fundraising: users have the option to create a personal fundraising page on social media to let friends, family, and followers know they are walking to raise money for OGS, or a practice or company can choose to set a fundraising goal met through the miles they complete.

Build a team, track your progress on the leaderboard, and watch the miles and the dollars add up. Charity Miles will keep track of the total miles and manage the distribution of funds on your behalf. It's a great way to present your story to your patients, colleagues, and friends about your commitment to being the change for good that will help so many in need of basic eye care services around the world.

Casual Dress Day(s)

Hold days in September and October where staff can donate \$5 or more to wear jeans/casual pants.

Guessing Game

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

Invoice Donation

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

Repair/Adjustment Donation

Invite patients to make 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.

In USA only: Download the app:



<https://miles.app.link/OGS>





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Donor Recognition

For a donation of \$5 or more, you can write the donor's name on the cards (artwork is included in your digital files or contact our office to request some) 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 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.

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 (contact our office for details on how to set up a Team Fundraising Webpage. Everybody loves a mystery!

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!

Ugly Vest or Sweater Day

For a donation, patients can vote for which doctor or staff member has to wear an ugly vest or sweater for a day! Make a box for each doctor/staff and invite patients to put their voting ballot 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 account in order to get a shareable link where the item can be downloaded, and give the link to those who donate.

Bake Sale

Everyone loves a bake sale! 'Eye' themed cookies or cupcakes are fun; a popcorn sale is easy and delicious.

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. You can promote the supplier as the sponsor.

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!

