



Start an Online Fundraiser

Join the World Sight Day Challenge: Start Your Online Fundraiser Today! Then, invite others to donate towards your goal. Share a link to your donation page with colleagues, friends, and patients. You can even set up a team for greater impact.

1. Create Your Own Donation Page

- Click here to get started <https://givingsight.org/get-your-own-donation-page/>
- Choose to start a new fundraiser
- Add a title, a personal message (280 characters max), and a photo. Maximum size is 1248x702 pixels, like the one below.



- Set a goal and end date to energize your campaign! (The World Sight Day Challenge runs from September through October.)
- Enter your information
- Provide your email and name (which remain private and secure)
- You'll receive your fundraiser link and access to your Donor Portal.
- Launch & Share
- Please be sure to spread the word via email, social media, or using a QR code.
- Watch your progress and donations grow in real time!

2. Set Up a Team for Greater Impact

- After creating your fundraiser, go to Team Performance in your Donor Portal.
- Click Invite Team Members to generate your team link.
- Share it with family, friends, or coworkers.
- Each person gets a personal page that feeds into your team's total goal.
- Track progress and celebrate milestones together!

3. Prepare to Win!

The optometry practice and optometry student group that raises the most money during the World Sight Day Challenge will each win a prize package that includes special edition WSDC t-shirts, practice/school celebration event, special recognition, and more! Complete contest rules can be found [here](https://www.givingsight.org/wsdc/contests) at <https://www.givingsight.org/wsdc/contests>.

Tips for Success

- Share your personal story, about why World Sight Day matters to you.
- Thank your donors and post updates on your success.
- Add your QR code to flyers, social posts, flyers and other promotional materials.
- Motivate team members to personalize their messages, too!

**Questions about the World Sight Day Challenge? Email us at
wcdc@givingsight.org**