



OPTOMETRY

giving sight

World Sight Day Challenge 2025

GIVE SIGHT. CHANGE LIVES.

How-to-Guide for Fundraising Events

This How-to-Guide is designed to help you get started on your WSDC journey and provide you with tips for engaging your staff, patients, and community in your efforts to give the gift of sight. If you have questions along the way, we are always here to help. Just send us an email at wSDC@givingsight.org.

Getting Started with your WSDC fundraiser

1. Decide on your fundraising activity. Here are a few ideas. Need more? Visit our [past highlights](https://givingsight.org/wSDC/highlights/) page to see what others have done. <https://givingsight.org/wSDC/highlights/>

- Host a raffle, bake sale, contest, silent auction, or other event at your practice or company, and invite patients to join in.
- Sponsor casual dress/jeans day and ask for staff donations to participate.
- Make a product/service donation during September or October (for example, ask for a \$5.00 donation for every eye exam given or pair of eyeglasses sold.)
- Collect donations from patients. Asking for donations for complimentary services is a great way to engage patients.



2. Finalize your event details, and engage your staff, patients, and community

- Brief the staff on why the Challenge is important and what you would like to achieve together during the event. Tell them their participation helps provide eye exams and eyeglasses to people in need globally, and that they're helping provide vision care for today and into the future.
- Invite your patients to join in. [Request from us a WSDC kit](#), full of materials to help you promote your event and recognize donors. Include information in emails and newsletters to maximize participation.
- Let your community know you care, and that you're making a difference. Download our [press release](#) for optometry practices or companies, and get the word out about how you are giving the gift of sight worldwide. <https://givingsight.org/2025-wSDC/>



3. Register for our Facebook & Instagram Thumbs-Up Throwdown, and you could win!

- Post early and often on Facebook and Instagram about your practice or student group's participation in the WSDC, tag us at @optometrygivingsight, and ask your patients, friends, and colleagues to

“Like” your posts. One practice and one student group with the most likes **between September 1 and October 31, 2025**, wins special edition WSDC t-shirts, a World Sight Day Challenge celebration, and much more! Complete contest rules can be found [here](https://givingsight.org/wsdc/contests/) at <https://givingsight.org/wsdc/contests/> Need social media images and post ideas? Download them [here](https://givingsight.org/2025-wsdc/) at <https://givingsight.org/2025-wsdc/>



4. Share your success!

- Be sure to celebrate your successes with your patients, friends, and colleagues. Use your social media accounts, website and emails to let them know how you are doing, and to thank them for your support! Feel free to use the [social media posts and images](#) we've provided. Or, you can create your own. Each “liked” tagged post gets you closer to winning our [Facebook and Instagram Thumbs-Up Throwdown](#) prize package. Learn more at <https://givingsight.org/wsdc/contests/>
- We'd love to share your success, too! [Send](#) us photos of your activities, and let us know why you're taking the 2025 Challenge. wsdc@givingsight.org



5. Remit your donation

At the conclusion of your World Sight Day Challenge activities, you can choose how to remit your donation to Optometry Giving Sight. The optometry practice and optometry student group that raises the most money will win a special WSDC prize package, including special-edition WSDC t-shirts, a WSDC celebration, and more! Funds must be received by **November 30, 2025**.

- Remit your donation [online](#) by visiting <https://givingsight.org/donate-wsdc/>
- Download one of our printable donation forms and email or FAX it to us.
 - [Donation form for U.S.](https://givingsight.org/wp-content/uploads/2025/08/WSDC-Remittance-Form.US_.pdf) - https://givingsight.org/wp-content/uploads/2025/08/WSDC-Remittance-Form.US_.pdf
 - [Donation form for Canada](https://givingsight.org/wp-content/uploads/2025/08/WSDC_Remittance-Form.Canada-1.pdf) - https://givingsight.org/wp-content/uploads/2025/08/WSDC_Remittance-Form.Canada-1.pdf
- Prefer to be invoiced? Let us know by emailing wsdc@givingsight.org
- Canadian practices that wish to submit patient donations separately, please use this [form](#) - https://givingsight.org/wp-content/uploads/2025/08/Canadian-patient-donation-form-2-on-page_2025.pdf

Thank you to Dr. Greg Pearl for sponsoring this year's World Sight Day Challenge contests!

Questions about the World Sight Day Challenge? Contact us at wsdc@givingsight.org or visit givingsight.org/wsdc