



how to run your fundraiser

Four steps. And we're always here to help: wcdc@givingsight.org

1 RALLY YOUR TEAM (AKA EVERYONE YOU KNOW)

- Talk to your people about why you want to do this, and they should, too. They're helping real people see, which means securing futures for kids, parents, and families – for the cost of some fun and entertainment.
- Decide what you're going to do, and who's going to do what. Get buy-in and commitment early. Need ideas? Click [here](#).
- Set a fundraising goal as a team. Having something specific to aim for can make all the difference.

2 PROMOTE, POST, AND MAKE SOME NOISE

- Post about it everywhere. Put it in the group chat. Add it to your profiles. Put up a flyer at your local coffee shop.
- Tag us at @optometrygivingsight. Encourage your people to like and share.
- Use our ready-made social media images and captions from the Digital Toolkit – or create your own.

3 CELEBRATE AND SHARE YOUR SUCCESS

- Don't wait to celebrate. Mark milestones as you go, and keep the energy up.
- Thank your fellow students, school, participating businesses, and community publicly, early, and often. Tag them in your socials.
- Send us photos of your activities and tell us why you took the Challenge this year – we'd love to share your story. wcdc@givingsight.org

4 SEND IN WHAT YOU'VE RAISED

- Here's how to submit your funds at the end of your campaign:
 - Online: Submit your donation [here](#)
 - By form: Download and send us your form, either by email or post: [US form](#), [Canada form](#)
- The deadline is November 30, 2026.

register today: www.givingsight.org/wcdc-registration

*A huge thank-you to Dr. Greg Pearl for sponsoring this year's contests!
(Who's next? Is it you?)*