

How to...

**CREATE A FUNDRAISING EVENT
WITH YOUR FAVORITE LOCAL BUSINESS**



A community-building tool from your friends at



OPTOMETRY
**giving
sight**

givingsight.org



Before You Get Started...

- Give yourself three to four weeks to plan so everyone has time to promote properly.
- Know what you'll say and how you'll say it. Here are two scripts we put together for you; one is the ask and the other is information about who we are.
 - "We're participating in a fundraiser for a global eye care nonprofit. Is there a way we might set up an event where you donate a percentage of sales during a set time, and we bring you new customers?"
 - "Optometry Giving Sight funds programs that deliver eye care, train local optometry professionals, and develop sustainable infrastructure in places around the world where none exists."

1 Find Your Business

Start somewhere you're already a customer—a warm relationship goes a long way. Bonus points if they have a history of giving back.

2 Make the Ask

Use the script above if that feels right for you.

When they say yes, nail down these details together:

- Donation percentage (10–20% is a great starting point — but be flexible)
- Whether online sales count
- How you'll each promote it
- Your end of the deal: fill their space with new customers.

3 Pick Your Timing

- During business hours? (Open door, organic energy, great for high-traffic businesses.)
 - After hours? (Invitation-only, feels special, perfect for boutiques, restaurants, and wine bars.)
- Neither option is wrong. Ask what's worked for them before.

4 Promote, Promote, Promote

- Post on your social channels and tag the business.
- Tag OGS so we can signal boost.
- Send personal invites to patients, colleagues, and friends.

5 On the Day

- Display the OGS impact sign at the event: download at givingsight.org/event.
- Set up the OGS QR code so donors can give on the spot: download at givingsight.org/event.
- Go live during the event — a quick Instagram story or video extends your reach in real time and gives the business content to repost.

Afterward

- Post a loud-and-proud thank you on social, and tag the business.
- A hand-written thank-you card would be a nice touch.
- Pat yourself on the back for a great event and for making a difference!



OPTOMETRY
giving sight
givingsight.org