



Glaucoma Research Foundation

VISION CHAMPIONS

How to set up a successful fundraiser

WHO ARE VISION CHAMPIONS?



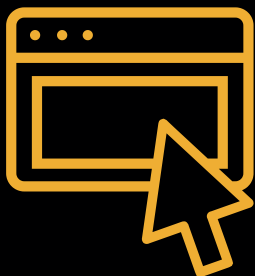
Vision Champions are independent fundraisers dedicated to Glaucoma Research Foundation's mission to cure glaucoma and restore vision through innovative research.

For over 40 years, Glaucoma Research Foundation has funded groundbreaking research that has transformed glaucoma care.

This work could not be possible without the generosity and passion of our Vision Champions, who share our deep commitment to a future free from glaucoma.

HOW TO BECOME A VISION CHAMPION

Step 1



Create your fundraising page online!

Step 2



Promote, promote, promote!




Step 3





Engage your supporters!

STEP 1: CREATE

Create and personalize your page

-  **Register through our website**
This will allow you to easily set a goal, promote, and track your progress
-  **Include a personal message**
Share some details about yourself and why you're fundraising
-  **Upload your photo**
Photos help make your fundraiser more engaging and relatable

Set a goal





-  **Aim high!**
9 times out of 10 you'll end up doing better than you originally thought
-  **Remember, you can adjust your goal later on**

Additional Tips






-  **For in-person events**
Contact us to order complimentary materials to share at your event

STEP 2: PROMOTE

Share your page directly

-  **Make a list of people who might support you**
Think BIG - family, friends, colleagues, neighbors, doctors, gym buddies
-  **Text, call, email, and write**
Personally reach out to each person on your list
-  **Share your story**
It's important for your community to understand why you're fundraising and what connects you to our mission
-  **Form a team**
Encourage family and friends to share your page with their communities

Share your page on social media

-  **Share your fundraising page on all platforms**
Post your customized link on Facebook, Instagram, LinkedIn, and X
-  **Lead by example**
Be the first to donate and share to get the ball rolling
-  **Post high-quality pictures and videos**
High-quality images will help make your posts stand out
-  **Give your donors a shout out**
Publicly recognizing your supporters can inspire others to give
-  **Use our hashtags and tag us so we can help**
#FundraiseForACure #ACureStartsWithYou #GlaucomaResearch #Glaucoma



STEP 3: ENGAGE

Track your progress

Stay informed about every contribution

You will receive email notifications for each new donation, keeping you effortlessly updated on the progress of your campaign

Adjust the deadline and goal to maximize your impact

Consider extending your deadline if you need more time or increase your goal if you surpass it early on

Share your progress on social media

Inspiring updates will keep your donors engaged and motivate new ones to join your cause

Thank each of your supporters

Request donor information

We can provide the contact information of your supporters, making it easy to reach out

Express your gratitude

Text, call, or send a handwritten note to each of your donors and let them know their generosity has made a meaningful impact

BOTTOM LINE

Be...

Creative



There are many ways to raise money. Get creative and think outside the box - host an event, record and post a video, write a blog post, or partner with a local business. The possibilities are endless!

Personal



People are more likely to give to a cause if they feel a personal connection to it. Share your glaucoma story, communicate our mission, and why this is important to you!

Persistent



It takes time and effort to raise money. Don't get discouraged if you don't reach your goal right away. Keep promoting your campaign and thanking your donors for their support!

Let us know how we can help

Call (415) 986-3162 or email volunteer@glaucoma.org