JOIN US FOR OUR
VIRTUAL
VISIONWALK

Join your VisionWalk community!
Together, we step closer to fighting blindness.

Saturday, October 24, 2020
#VisionWalkStrong

VisionWalk is a signature fundraising event of the Foundation Fighting Blindness, a 501(c)(3) tax-exempt organization.

www.VisionWalk.org

For more information, contact Michele DiVincenzo at (847) 680-0100 or MDiVincenzo@FightingBlindness.org
We’re adding another “V” to VisionWalk this year with the Virtual VisionWalk!

What is the Virtual VisionWalk? While we are sad to not be walking in-person together this year, we are focusing on what we can do from afar to continue fighting blindness. Rather than hosting a physical walk we are unveiling a fun, creative way to celebrate together with a virtual experience! The only aspect of the VisionWalk that will be different this year, is the actual walk itself - everything else will remain the same! This virtual experience will take place across the Foundation’s social media pages and we will be sending our team a timeline our social media event schedule as we get closer to the Virtual VisionWalk.

Why are we moving to a Virtual Event this year? The top priority of the Foundation Fighting Blindness is to ensure the health and safety of our Foundation families and the community at large through these uncertain times. And though everything surrounding COVID-19 seems unpredictable, our mission still remains the same: to fund sight-saving research.

When will the National Virtual VisionWalk take place? October 24th, 2020. You can follow us throughout the day on social media for special messages, challenges and to see how others are celebrating around the country using the tag #VisionWalkStrong.

Where Can I Register for my Area’s Virtual VisionWalk? Below are the links for our Fall Walks:

- Boston
- Charlotte
- Cincinnati & Northern Kentucky
- Colorado
- Houston
- Indianapolis
- Los Angeles
- Philadelphia
- Pittsburgh
- San Diego
- St. Louis
- Triad
- Twin Cities
- Washington
- Westchester-Fairfield

Don’t see your city? Create your own virtual walk page here!
Email & Letter Template

General Donations

Dear ________,

I hope you and your family are staying safe and healthy!

With all the unpredictability surrounding COVID-19, I have had a lot of time to reflect on what is important to me and my family. One cause that has always been close to my heart is the Foundation Fighting Blindness. The Foundation Fighting Blindness drives groundbreaking research to provide preventions, treatments and cures for blinding retinal diseases.

For the past ___ years, I have participated in the Foundation’s Annual ____ VisionWalk. Due to the current restrictions on social gatherings, the Foundation has moved ALL VisionWalks to one nationwide virtual event on October 24, 2020.

Our VisionWalks may look different this year, but the Foundation’s mission is unchanging. **If you are able, I would appreciate your support in fighting blindness** for the millions that are impacted, such as X that affects (myself, my child, my spouse, etc.)

**There are many ways you can help.**

- **Register** to join my Virtual VisionWalk team to show your support (insert link) and challenge your family and friends to join you.
- **Like** our local (insert Link) and national (insert link) Facebook pages to spread awareness of retinal diseases and the virtual VisionWalk.
- **Follow my** personal social media page to learn why I’m Fighting Blindness. (insert link)
- **Join us** on October 24th for a walk around your block, on your treadmill, or in spirit and show us how you’re celebrating using #VisionWalkStrong on social media.
- **Donate** to my team. Any amount is extremely appreciated and helpful. (insert link)

While we are sad to not be walking in person this year, we are focusing on what we can do together from afar to continue fighting blindness. Now more than ever, we can stand strong together and make a difference. I greatly appreciate your consideration and your continued support!
Community Sponsorship Levels

Presenting Sponsor: $20,000
Champion package, plus:
- Opportunity for Executive to be Honorary Walk Chair
- Inclusion in Chapter & National e-blast
- Opportunity to create a video for the National Facebook
- Prominent logo placement on National Facebook banner
- Logo with live link on National VisionWalk homepage
- Gala or special event tickets (select locations)

Champion: $10,000
- Prominent logo on electronic event posters
- Prominent logo on local event t-shirts
- Logo with live link on local VisionWalk homepage
- Prominent logo on week-of-event local Facebook banner
- Inclusion in VisionWalk press release
- Inclusion in two pre-event e-blast communications
- Inclusion in local day of e-blast communications
- Opportunity to create a video to be shared on local Facebook Page
- Opportunity for in-house corporate kickoff through Zoom or another web-based platform

Captain: $5,000
Leader package, plus:
- Inclusion in local VisionWalk press release
- Individual Facebook 'Thank You' post on local page

Leader: $2,500
- Logo on electronic event posters
- Logo on event t-shirts
- Logo on VisionWalk homepage
- Logo on local day of e-blast communications
- Logo on week-of-event Facebook banner

Partner: $1,000
Supporter package, plus:
- Name on electronic event posters
- Name on local VisionWalk homepage
- Name on local day of e-blast communications

Supporter: $500
- Name on event t-shirts
- Name on week-of-event Facebook banner

Please mail or email this form with payment to:
Foundation Fighting Blindness, Virtual VisionWalk
977 Lakeview Parkway, Suite 140 • Vernon Hills, IL 60061
Michele DiVincenzo at MDiVincenzo@FightingBlindness.org or call (847) 680-0100
Use this time to connect! We understand this is a difficult time for everyone, so use these fundraising opportunities as ways to connect with your loved ones and those in your community. Here are some ways to connect and make fundraising fun for you and your team!

- **Celebrate your Skills!** Are you crafty, are you a bingo fiend, or do you make a mean cocktail? Host a virtual art night, a game night or a mixology night and include your VisionWalk Team Page link as a way to tip or buy-in and support your team’s fundraising!

- This time at home is the perfect time to put together a **Virtual Recipe Book**! Have your team members submit a recipe and create a fun way to connect and a fun activity for the family. Anyone who makes a donation to your team could receive the book, then have them post pictures of their completed meals with the Virtual VisionWalk tag #VisionWalkStrong.

- For those of you that are more of a Kitchen Nightmare host a **Pizza Party** or **Take-Out Night**! Call delivery, pull a box out of the freezer, or make it from scratch and spend some time together talking. If you are interested a Foundation staff member could join on your call and talk about the latest in what is going on at the Foundation in terms of research.

- Just like us, kids are spending a lot of time indoors right now. Give those parents a break by hosting a **Kids Korner**. This could be a virtual reading party or any other kid-friendly activity! Ask parents to donate to your page and occupy their kiddos with a fun or educational activity so they can get their work done.

- Do you love working out and miss your group classes? With gyms and other fitness centers closed try **Working Out Together** to get in shape and also raise funds. Ask your friends to join you for an online fitness class and ask them to donate what they would have paid for admission to a gym.

- Ask your friends and family to **Donate Their Commute**. With many folks working remotely, you can challenge your network to donate what they would have spent on their daily commute to the office. Weather it’s a cup of coffee or a tank of gas, every bit will help you get closer to your goal!
Tools of the Virtual Trade!

- **GoTo Meeting** – GoTo Meeting is another platform the Foundation Fighting Blindness utilizes for conference calls and video meetings. A Foundation staff member can help you get set up to host your own virtual video call. [https://www.gotomeeting.com/](https://www.gotomeeting.com/)

- **Zoom** – Zoom is a great option for one on one chats or can host up to 100 people! There are different packages you can purchase through Zoom but their free platform offers unlimited calls up to 40 minutes. Creating your free account is easy, just visit [https://zoom.us/](https://zoom.us/)

- **Skype** – A staple for video chat, Skype could work wonderfully for an at home face-to-face meeting or fundraiser! All that you need is to set up an account and it’s free! [https://www.skype.com/en/](https://www.skype.com/en/)

- **Google Hangouts** – This platform is another great way to stay connected. Google Hangouts is a free service where you can connect with people one on one or set up a group chat or video call with up to 10 people. Whether you prefer to use your iPhone, android or computer – this platform is accessible through a google account. [https://hangouts.google.com/](https://hangouts.google.com/)

- **FaceTime** – for those using Apple products FaceTime can accommodate 32 individuals on a call, perfect for a food night! [FaceTime How-To](https://www.fightingblindness.org/visionwalk)

- **Classy** – of course the star of the show, our fundraising platform! Classy is where those who want to donate will be able to locate your team. Remember to share your team’s specific link – that way you know exactly who to thank! Find your nearest VisionWalk here: [https://www.fightingblindness.org/visionwalk](https://www.fightingblindness.org/visionwalk)
Did you know that by sharing your Virtual VisionWalk page on social media platforms like Facebook and Instagram it can help you raise awareness AND reach your fundraising goal? Here are some sample posts that you can post on your page:

20x20 Challenge!
On Saturday, October 24th, my team name and I will be taking important steps toward finding cures for blinding retinal diseases at the VisionWalk! Between now and Walk day, I am taking the 20x20 Challenge. If I get 20 friends to donate $20, I'll be helping the Foundation Fighting Blindness raise over $X! I'm calling on you to help us save sight!
#VisionWalkStrong [link to team page]

Invitation to your Facebook friends:
I signed up for the Foundation Fighting Blindness National Virtual VisionWalk to raise awareness and funds toward cures and preventions for retinal diseases! Not only will I be participating, but I'll also be supporting the Foundation Fighting Blindness’ mission to save sight by raising money. Please help me reach my goal of $____, every little bit helps!
#VisionWalkStrong [link to team page]

Will You Buy Me a Cup of Coffee?
Will you buy me a cup of coffee? If you answered yes when you read this question, please consider taking the $5 you would have spent on that coffee and make a donation towards my VisionWalk fundraising goal! Thank you!
#VisionWalkStrong [link to team page]

Fundraising Updates:
Thank you to my amazing friends and family for supporting my participation in the Foundation Fighting Blindness National Virtual VisionWalk by helping me raise $____ for the Foundation Fighting Blindness so far! There’s still time to donate: [link to team page] #VisionWalkStrong Please help me reach my goal!

Fundraising Goal Met:
We did it! Thank you to everyone who helped me reach my fundraising goal for the Foundation Fighting Blindness! I can’t wait to walk toward a cure by participating in the Foundation Fighting Blindness National Virtual VisionWalk on Saturday, October 24th. If you haven’t had a chance to donate, there’s still time. [link to team page]

Thank you to my friends and family for all of your support! Together we raised $____ for the @FoundationFightingBlindness. I’ll be sure to post photos of all the VisionWalk fun! #VisionWalkStrong
Share Photos with Your Friends and Family

You can share your pictures from past walks with all your social media friends and family with a click of a button. Is this your first time participating in a VisionWalk? No problem! You can share any of our posted photos from local or national Facebook Pages. We have also provided Facebook Cover Photos below that you can use to raise awareness for your walk team:

Cover Photo 1: [Click here to download](#)

![Cover Photo 1](image1)

Cover Photo 2: [Click here to download](#)

![Cover Photo 2](image2)

#VisionWalkStrong

Cover Photo 3: [Click here to download](#)

![Cover Photo 3](image3)
Add a Frame to Your Facebook Profile Picture

**Step 1:** Go to your profile page and hover over your profile picture and click to ‘Update’

![Profile Picture Update](image)

**Step 2:** Update Profile Picture options will appear. Click ‘Add Frame’

![Add Frame Options](image)

**Step 3:** In this ‘Add a Frame to Your Profile Picture’ options, use the search bar to search ‘Foundation Fighting Blindness’ and the #VisionWalkStrong frame will appear.

![Add Frame Search](image)

**Step 4:** Adjust and reposition the frame as you’d like and then scroll to the bottom, adjust the timeframe if you’d like, and select ‘Use as Profile Picture’

![Frame Options](image)
Be sure to like and share your local and national Foundation Fighting Blindness Facebook pages to keep up with our Virtual VisionWalk updates. Below are all the Facebook links for our Fall VisionWalks:

- Boston
- Charlotte
- Cincinnati/Northern Kentucky
- Colorado
- Houston
- Indianapolis
- Los Angeles
- National Foundation Page
- Philadelphia
- Pittsburgh
- San Diego
- St. Louis
- Triad
- Twin Cities
- Washington
- Westchester-Fairfield