

VisionWalk is Virtual in 2021!

What is the Virtual VisionWalk? This spring we are focusing on what we can do from afar to continue fighting blindness. Rather than hosting our in-person VisionWalks, we will celebrate together with a revamped Virtual VisionWalk! This virtual experience will be a bit different than last spring, but we are looking forward to this interactive day of celebration with VisionWalkers from around the nation.

Why are we hosting a virtual event again 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. As in 2020, this means avoiding large gatherings of people in our local communities. VisionWalk is returning as a virtual event because the Foundation's mission remains the same: to fund sight-saving research.

When will the National Virtual VisionWalk take place? **Saturday**, June 12, 2021. You can follow us throughout the day on social media and join us on Zoom 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 registration links for our Spring Walks that are going Virtual:

- [Arizona](#)
- [Atlanta](#)
- [Austin-San Antonio](#)
- [Baltimore](#)
- [Bay Area](#)
- [Chicago](#)
- [Cleveland](#)
- [Dallas- Fort Worth](#)
- [Fort Wayne](#)
- [Hampton Roads](#)
- [Jacksonville](#)
- [Kansas City](#)
- [Michigan](#)
- [Nashville](#)
- [NYC](#)
- [Orange County](#)
- [Orlando](#)
- [Triangle](#)
- [Wisconsin](#)
- [Washington DC Metro](#)

Don't see your city? Create your own virtual walk page [here](#)

Email & Letter Template for 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 whose mission is to drive 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 Spring VisionWalks to one nationwide virtual event on June 12, 2021.

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 _____ 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 am Fighting Blindness. (insert link)

Join us on June 12th for a walk around your block, on your treadmill, or in spirit and show us how you are 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 again 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!

Sincerely,

NAME

TEAM NAME

Put the FUN in FUNdraising this Spring!

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.

- **Spring Cleaning** is the perfect opportunity to freshen up your home and raise funds! Take some time to clean out your clutter and organize a garage sale. You may not be the only one with extra things laying around your home, so be sure to ask your neighbors to do the same and donate the proceeds to your fundraising team!
- They say 'April showers, bring May flowers', but why wait! Bring beautiful flowers to your community and host a **Flower Powered Fundraiser**. Ask a local flower shop to donate bouquets, arrangements, blubs or even roses. Then resell them to your friends and family and put the proceeds towards your goal. This fundraiser pairs perfectly with all the upcoming spring holidays.
- 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 donate what they would have paid for admission to a gym.
- The weather is warming up and everyone is looking for safe and fun activities to do outside. Put together an **Outdoor Movie Night** in your neighborhood or park. Families can come together and enjoy a fun evening while continuing to socially distance. Charge admission for the movie and even offer traditional movie theatre treats like popcorn and candy, making it a tasty and fun way to raise funds and see your friends!
- Calling all egg hunt enthusiasts, we have an egg-citing fundraising idea for you! **Organize an Egg Hunt** for your school, neighborhood, friends, and family then ask for donations to participate. Fill the eggs with fun treats and hide them around. If you want to skip out on the organization piece, offer your egg-celent egg hiding skills for a donation to families that celebrate the Easter holiday and hide the eggs around their yards for their families to enjoy.
- With summer just around the corner, so is the delicious smell of barbeque! Host a **To-Go Backyard BBQ** this spring to raise funds for your walk team. While in-door dining may be limited, you can always take something to eat at home. Ask people to donate for a plate of summertime eats for a tasty way to raise awareness and funds for your VisionWalk.

Tools of the Virtual Trade

While most of us are still at home doing everything virtually, here are some tools to help you out!

- **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/>
- **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/>
- **Zoom** – Zoom is 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/>
- **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/>
- **FaceTime** – For those using Apple products FaceTime can accommodate 32 individuals on a call, perfect for getting together with friends and family! [FaceTime How-To](#)
- **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>

Though we are apart during this time, we will remain
#VisionWalkStrong together!

Let's Get Social!

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:

Invitation to your Facebook friends:

I signed up for the Foundation Fighting Blindness National VirtualVisionWalk 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 [\[link to team page\]](#)

Calendar Day Fundraising

Find a fun picture of a calendar online to post on your Facebook page. Ask your friends to pick a day (or two!) that will represent the amount they will contribute to your fundraising page. After they pick, you can update the calendar using a fun emoji and reshare with your friends as the days fill up. Start off for the month of April and continue through the end of June and you could raise \$1,395 towards your goal!



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, June 12th. 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

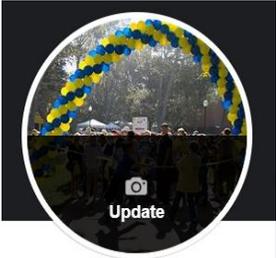
You can share your pictures from past walks with all your social media friends and family with a click of a button. Is this your first time participating in a VisionWalk? No problem! You can share any of our posted photos from local or national Facebook Pages. We have also provided Facebook Cover Photos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

[Click here to download our VisionWalk social media images](#)



Add a Frame to Your Facebook Profile Picture

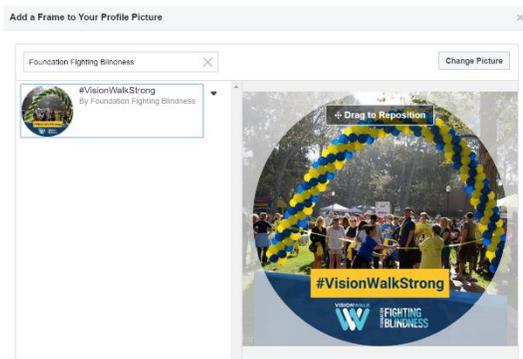
Step 1: Go to your profile page and hover over your profile picture and click to 'Update'



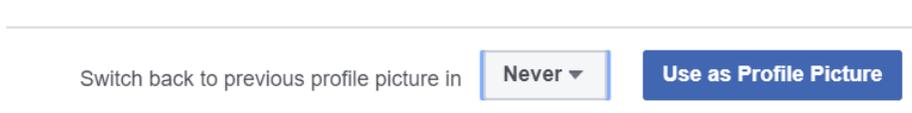
Step 2: Update Profile Picture options will appear. Click 'Add Frame.'



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.



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.'



Be Sure to Like & Share Our Facebook Pages

Like and share your local Foundation Fighting Blindness Facebook pages to keep up with our Virtual VisionWalk updates. Below are all the Facebook links for our Fall VisionWalks:

- [Arizona](#)
- [Atlanta](#)
- [Austin-San Antonio](#)
- [Baltimore](#)
- [Bay Area](#)
- [Chicago](#)
- [Cleveland](#)
- [Dallas- Fort Worth](#)
- [Fort Wayne](#)
- [Hampton Roads](#)
- [Jacksonville](#)
- [Kansas City](#)
- [Michigan](#)
- [Nashville](#)
- [New York City](#)
- [Orange County](#)
- [Orlando](#)
- [Triangle](#)
- [Wisconsin](#)
- [Washington DC Metro](#)

Like and share our [National Foundation Fighting Blindness Page](#)