



LULIE'S NEXT CHAPTER  
————— *for* —————  
**LIGHT & VISION**

The Foundation Fighting Blindness Chapter Guide

**FOUNDATION FIGHTING  
BLINDNESS**  
*Together, we're winning.*



From the beginning, Lulie was there.

She was a voice of inspiration in the early days of Gordon Gund's fight against retinitis pigmentosa and always present as a guiding hand, helping him realize his vision... for the Foundation Fighting Blindness.

As the Foundation Fighting Blindness enters its 50th year, we begin Lulie's Next Chapter for Light and Vision.

The chapter program, originally conceived by Lulie herself, is the backbone of the Foundation's mission. It provides resources, education and revenue in the fight against the entire spectrum of blinding retinal diseases. Moving forward, it is important that Lulie's memory remains at the core of the work of the chapter program.

Lulie's Next Chapter will include transformational initiatives such as Lulie's Leadership Training, which will bring together the best of chapter leadership to participate in leadership training and team development seminars – and Lulie's Light Award, which will annually recognize the work and impact of leadership from the Foundation's chapter network around the nation.

This initiative will ensure that all of our chapters, like Lulie, will always be there.



## Chapters: Who We Are and What We Do

The Foundation Fighting Blindness is the world's leading organization committed to finding treatments and cures for the entire spectrum of blinding retinal diseases—including retinitis pigmentosa, macular degeneration, and Usher syndrome.

We are winning thanks to the revenue raised through our Chapter program. The Chapter network has three areas of focus: education, resources, and revenue. Chapters hold seminars and meetings that provide research information, low vision resources, and other industry topics and provide outreach to retinal practices and eye care professionals in local communities. Along with raising revenue through VisionWalks, dinners, Raising Our Sights Do-It-Yourself (DIY) fundraisers, and individual donors, Chapters help accelerate our mission to drive research that will provide preventions, treatments, and cures for people with retinal diseases.

## What is a Chapter

A Chapter is the collective group of volunteers and leaders coming together to fulfill the mission of the Foundation Fighting Blindness. They do this by hosting Chapter meetings. Each meeting will provide educational updates, provide resources in the community, and identify, cultivate, and generate revenue.

## Chapter Vision

Our vision is to recruit and retain a high performing and well-structured community-based grassroots leadership and Chapter membership. This focus will center around education, resources, and revenue generation in the community.



## Chapter Leadership

*Three-Year Term, Renewable Up to One Additional Two-Year Term.*

Chapter Leadership will collaborate with the Chapter Engagement Manager (CEM) to drive annual goals and plans for the Chapter; recruit, motivate, and encourage Chapter members, community leaders, retinal specialists, and others to participate in Chapter activities and raise revenue for the Foundation.

- **President\*** Oversees Chapter functions, ensures leadership roles filled; works with Chapter Engagement Manager to develop meeting agendas; serves as Chapter Mentor, and identifies revenue opportunities.
- **Vice President\*** Oversees Chapter nominating committee; serves as a stand-in when the President is unable to attend meetings; serves as Chapter Mentor, identifies revenue opportunities.
- **Chapter Education Chair\*** Serves on national Professional Outreach committee, identifies speakers for Chapter meetings; serves as Chapter Mentor, identifies revenue opportunities.
- **Chapter Resource Chair\*** Provides leadership to implement Chapter Mentor Program (CMP), shares local/national resources, assists Chapter Engagement Manager with information for Chapter news for distribution; identifies revenue opportunities.
- **Chapter Revenue Chair\*** Provides reporting from event subcommittees, supports Raising Our Sights Do-It-Yourself (DIY) fundraisers, VisionWalk, and other events; serves as Chapter Mentor; identifies revenue opportunities.
- **Chapter Diversity and Inclusion Chair** Ensures a diverse and inclusive environment is supported in all Chapter activities, serves as Chapter Mentor, identifies revenue opportunities.

*\*Minimum Leadership per Chapter*

## Chapter Meetings

**Each Chapter Meeting will include all of the following components: Education, Resources, and Revenue.**

### Benchmarks

- Chapter Leadership will host four Chapter meetings annually.
- Chapter Leadership will meet with Chapter Engagement Manager to plan agendas.
- All Chapter meetings will include a virtual delivery of meetings.



## Chapter Education

Promote Professional Outreach in each Chapter to retinal practices and eye care professionals.

- Promote National Chapter Vision Webinars.
- Develop new and innovative educational topics for Chapter Meetings.
- Serve as Vision Seminar Advisory Committee member.

## Vision Seminar (regional locations)

In-person meetings, with a virtual delivery component in every seminar.

- FY22 — one-three locations
- FY23 — two-four locations
- FY24 — three-five locations
- FY25 and beyond — six locations annually

## Chapter Resources

### Chapter Mentor Program (CMP)

*Term: Unlimited Service.*

Members identified and trained to mentor new and existing constituents. The mentor will provide essential information relating to the spectrum of diseases the Foundation research supports and other low vision resources. Mentor requests will be facilitated to mentors through the Chapter Engagement Managers.

### Benchmarks:

- Minimum of three to five individuals or family members recruited as mentors.
- Mentors will be provided orientation and training annually by Foundation staff regarding best practices and HIPPA requirements to disseminate information to newly diagnosed and others affected by the spectrum of blinding diseases the Foundation research supports and other low vision resources.
- Annual recommitment of mentors required.



## Chapter Revenue

### Benchmarks

- \$8.4 million (FY20)
- \$11.4 million (FY24)

### Revenue Sources

- VisionWalk and other Special Events
- Corporate
- Raising Our Sights Do-It-Yourself (DIY) Fundraisers
- Visionary Circle
- Major Gifts
- Legacy Society

## Chapter Recognition Program

### Self-assessment only

<b>Gold</b>	100%–75% of Benchmarks
<b>Silver</b>	75%–50% of Benchmarks
<b>Bronze</b>	50%–25% of Benchmarks

### Benchmarks

- Minimum Chapter Leadership in place annually.
- Promotion of Chapter Meetings and National Chapter Vision Webinars.
- Raising Our Sights Do-It-Yourself (DIY) fundraising program promoted.
- Revenue-generating events promoted with Chapter leadership participation in each event.
- Promotion of Foundation resources at all Chapter Meetings and events.
- Increase new Chapter members and event participants.
- Increase donors per Chapter.
- Meet revenue goals for Chapter.



## **Chapter Executive Leadership Council**

*Three-Year Term, Renewable Up to One Additional Two-Year Term.*

The Chapter Executive Leadership Council's goal is to recruit and retain business leaders who can advise and engage in revenue generation and awareness for the Chapter (or group of Chapters).

### **Benchmarks:**

- Chapter Executive Leadership Council members identified in priority markets by the end of FY22, Councils in place by FY23.
- Meetings held quarterly.
- Increase revenue per Chapter.

## **Additional Resources**

### **Additional Chapter information**

- Lulie's Next Chapter for Light and Vision newsletter template to be available for use by Chapters. Delivery by Foundation: e-blast to all Chapter members.
- Chapter Webpages
  1. Chapter webpages will link to research and resource updates where possible.
  2. Chapter Engagement Manager listed as the primary contact person for Chapter.
  3. Event Staff will be identified and listed for designated events for the Chapter market area.

## **Chapter National Volunteer Leadership and Committees**

*All Committees Three-Year Term, Quarterly Meetings.*

### **National Chapter Education Chairperson**

### **National Chapter Education Vice Chairperson & Committee**

- Chair will serve on Foundation National Board Chapter and Grassroots Subcommittee.
- Chair and Vice-Chair will provide input of program topic library for Chapter seminar series.
- Chair and Vice-Chair will help develop Chapter best practices for yearly education programs.
- Committee will collaborate on the development of National Chapter Vision Webinar topics.
- Committee will provide input on Professional Outreach opportunities at the Chapter level.
- Committee will serve as a liaison for the Chapter Education Chair and Chapter Leadership.



## **National Chapter Resource Chairperson**

### **National Chapter Resource Vice Chairperson & Committee**

- Chair and Vice-Chair will assist in the development and roll out of the Chapter Mentor Program (CMP).
- Chair and Vice-Chair will provide input to develop a CMP training kit.
- Chair and Vice-Chair will provide information to establish a Chapter Resource Guide template and best practices.
- Committee will promote Chapter accessibility guidelines and assist with training.
- Committee will serve as a liaison for all Chapter Resource Chairs and Chapter Leadership.

## **National Chapter Revenue Chairperson**

### **National Chapter Revenue Vice Chairperson & Committee**

- Chair will serve as Chapter liaison for all national fundraising events.
- Committee provides input to develop best practices for Chapter engagement in revenue events.
- Committee to support Raising Our Sights Do-It-Yourself (DIY) fundraisers through providing a volunteer voice on the Foundation's Chapter website and social media promotions.
- Committee will provide input on revenue strategies for local Chapter implementation.

## **National Chapter Diversity and Inclusion Chairperson**

### **National Chapter Diversity and Inclusion Vice Chairperson & Committee**

- Research and recommend diversity and inclusion resources for Foundation Chapters.
- Provide diversity and inclusion training to Chapter presidents annually.

## **President Emeritus**

*Term: Unlimited Service, Quarterly Meetings.*

- Advisory and mentor role to new Chapter presidents.
- Support local/national fundraising through participation and mentorship.
- Advise on Chapter best practices for Education, Resources, and Revenue opportunities.





## Lulie's Light Award

Gordon and Lulie Gund were always partners in the fight against retinitis pigmentosa. As co-founders, they worked together to establish the Foundation Fighting Blindness and drive its mission to fund critical research. Though Gordon lost his vision to the retinal disease, Lulie was equally passionate and committed to doing whatever it took to finding treatments and cures.

The Chapter Program, conceived initially by Lulie herself, is the backbone of the Foundation's mission. It provides education, resources, and revenue to fight against the entire spectrum of blinding retinal diseases. As we move forward, Lulie's memory must remain at the core of the Chapter program's work. We celebrate Lulie's Next Chapter for Light and Vision by honoring an exceptional Chapter leader or member annually with the prestigious Lulie's Light Award.

The Lulie's Light Award recognizes a recipient who demonstrates leadership, commitment, and dedication to the Foundation's Chapter Program. Awardees will exemplify Lulie's passion and devotion while ensuring their chapters deliver educational updates, provide resources in the community, identify, cultivate, and generate revenue to fund research that will lead to preventions, treatments, and cures.

## Lulie's Leadership Training

Lulie Gund recognized Chapters as the cornerstone of the Foundation's success. Lulie was instrumental in guiding the Princeton, New Jersey Chapter as its leader and founding member. With the creation of Lulie's Leadership Training, we continue her legacy and life's work by offering a development program for Chapter Leaders.

Lulie's Leadership Training will bring together Chapter Leaders from across the nation annually. The program will focus on the three pillars of the Chapter program: Education, Resources, and Revenue. These dynamic training sessions will provide the framework to effectively lead, create succession planning and develop a host of other skills to benefit their chapter.

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[FightingBlindness.org/Chapters](https://FightingBlindness.org/Chapters)