



Time to fire up your fundraising!

1. **Start now** before your donors have been asked by others, get in early. Also begin asking people who you know are most likely to support you. This will ensure success on your first day of fundraising.
2. **Donate to yourself**, set the bar high and others will follow!
3. **Ask everyone!** No pledge is too small and every little bit helps...\$5.... \$20... \$150.
Think of your Doctor, Dentist, Vet, anywhere you shop, anyone you make eye contact with. **Did you know?** Many companies offer employee fundraising matching programs. Ask your employer if they will match your donations! Companies that have matching programs: Manulife Financial, RBC and TD.
4. Make it personal, let people know your connection to the cause if they want to know. Let people know where their money going? Education and awareness is part of our mission, so include personal stories and vision loss facts, in your ask, that will help open eyes and hearts. Let people know that because of their generous support cures are in sight.
5. **Be prepared to ask for a specific amount.** Sometimes people will ask "how much should I give or how much are other people giving", be prepared to give them an answer.
6. Bring in cupcakes or order pizza for the entire office or class and let everyone know you are fundraising for a great cause, ask for donations. \$5 bucks a slice.
7. Send reminders to people who said they would give but have not had time to donate. People forget, get busy and want to donate so a reminder will help. Make your list and check it twice.
8. **Customize your personal email signature and insert the online fundraising link.** This way, your fundraising will be set on automatic pilot and you will be fundraising each time you send, reply or forward an email! How easy is that!

Sample Signature:

Tom Jones
647-987-6543

*On June 16, 2018, I will be hitting the road in support the Foundation Fighting Blindness. Please help me reach my fundraising goal, by visiting my personal fundraising page at: **(insert your personal fundraising link)***

The Foundation Fighting Blindness

Our Vision - To restore hope and sight.

Our Mission - To lead the fight against blindness by advancing retinal disease research, education and public awareness.

Why Fight Blindness?

Over 1 million Canadians are living with blinding retinal eye diseases right now. Some were born blind. Others have experienced vision loss as teenagers or during adulthood. Many have been forced to sacrifice their independence; leaving life-long careers or forfeiting their driver's license. More still have been losing sight of their loved ones, as blind spots overtake the clarity of their children's faces.

And as field of vision fades, so too can hope.

Before long, 7 in 10 Canadians could be affected by retinal eye diseases like retinitis pigmentosa, age-related macular degeneration (AMD), Stargardt disease, Usher syndrome, Choroideremia, Leber's congenital amaurosis or others. AMD specifically is the leading cause of blindness in people over the age of 50.

Now is the time to fight back.

At the Foundation Fighting Blindness, it is our mission to lead the fight against blindness by advancing retinal disease research, education and public awareness, and ultimately restore hope and sight.

Fundraising events you can plan yourself!

- Garage sale
- Work or Community BBQ
- Host a Food & Wine tasting
- Organize a Dinner-Dance
- Tournament – baseball, tennis, lawn bowling
- Fashion show
- Plan a Jeans Day at work
- Lemonade stand, get your whole family involved
- Monopoly or other board game tournament
- Host a fundraising dinner at a local restaurant and have someone with vision loss share their personal story.

If you have questions about the fundraising minimum required of all participating riders, please contact us at rideforsight@ffb.ca or at 1.800.461.3331 ext 224.



**The FOUNDATION
FIGHTING BLINDNESS**

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