

VisionNation

Reaching Out

ending blindness, restoring sight, **together**



Reaching Out

Asking your friends and family to give

Once you have created your VisionNation Webpage, you will want to contact your family and friends and ask them to help you reach your fundraising goal.

Most VisionNation leaders will contact their friends and family by email. But you can also contact people by postal mail, telephone, Facebook, Twitter, or even face-to-face.

In every case you want to do three things:

- ◆ Tell them what you are doing.
- ◆ Tell them why you are doing it.
- ◆ Ask them to make a donation to help you reach your goal.

Directly asking people to give is important. Subtle hints usually don't result in people making gifts.

Creating your email ask

For many VisionNation leaders, email is the easiest way to ask people for their support. All you need to do is:

1. Create your first email. Review our email checklist. See sample emails below.
2. Select who among your email list you want to contact.

VisionNation Email Ask Checklist

Essential to include:

- ◆ recipient's name
- ◆ that their donation will go to the Foundation Fighting Blindness
- ◆ it will be used to support scientific research to find treatment and cures for diseases that cause vision loss and blindness

- ◆ their gift is tax-deductible
- ◆ a direct ask for a donation to help you reach your VisionNation goal
- ◆ a link to your VisionNation page

Nice to include:

- ◆ Why fighting blindness and restoring sight is especially important to you.
- ◆ Why you support the Foundation Fighting Blindness

Sample Emails:

In most instances, you will want to email people three to four times over the course of your VisionNation campaign. If someone, doesn't respond to your email, 4-8 days later send him or her a follow up. They may not have seen your previous email.

Once someone makes a donation, send him or her a thank you email. If someone responds that they cannot give, thank them for responding to your email.

Email 1 - Launch Email

Email 2 - Follow Up 1

Email 3 - Last Chance

Email 4 - Campaign Wrap Up

Email 5 - Thank You Email (This email is sent whenever any of your friends and family members makes a donation).

The following are sample emails. Please use and adapt the text as you see fit.

Sample Email 1 - Launch Email

Subject Line: Help me reach my VisionNation goal

Dear <first name,>

As you know the eye disease <Insert Condition> impacted our family 20 years ago when my mother lost her sight. This is a terrible disease that strikes people in their prime and almost always leads to complete blindness. **You may not realize this, but one out of fifteen people will lose their sight because of eye diseases like this.**

I want to help change that statistic and I hope you will help me. I am participating in the Foundation Fighting Blindness' (FFB) special program called VisionNation.

VisionNation brings people like me together with friends and family members like you to raise funds to find treatments and cures that will end blindness and restore sight.

I hope you will help me reach my VisionNation goal of raising \$500 by making your gift of whatever size you can afford.

It's easy:

- Go to my VisionNation Webpage www.yourlinkhere.org.
- Click the donate button in the upper left hand corner.
- Make your donation with your credit card. It is totally safe.
- Your gift will immediately be counted toward my VisionNation goal.
- Your name will appear on my VisionNation Webpage, unless you don't want it to appear.

That's all there is to it and your gift will be tax-deductible.

By all of us coming together and giving just a little, we can make a substantial contribution to help end blindness and restore sight. So I hope you will do what you can to support my VisionNation campaign today.

If you have questions, please send me an email.

I thank you so much for supporting me in this effort. It really means a lot.

Sincerely,

<Your Name>

Sample Email 2 - Follow Up 1

Subject Line: Help end blindness and restore sight

Dear <first name,>

I'm hoping you will join with me to help end blindness and restore sight by supporting my VisionNation campaign.

VisionNation brings people like me together with caring people like you to raise funds to find treatments and cures that will end blindness and restore sight. It is a program of the Foundation Fighting Blindness who has been a leader in supporting cutting-edge research to find treatments and cures for devastating eye diseases since 1971. They are a really great organization.

My VisionNation goal is to raise \$500. I hope you will consider helping me by making a donation of any size that is comfortable for you.

It's easy:

- Go to my VisionNation Webpage www.yourlinkhere.org.
- Click the donate button in the upper left hand corner. Your gift is tax-deductible.
- Make your donation with your credit card. It is totally safe.
- Your gift will immediately be counted toward my VisionNation goal.
- Your name will appear on my VisionNation Webpage, unless you don't want it to appear.

That's all there is to it.

As you know this is cause is very important to me. My mother lost her sight due to <Insert Condition>.

If you have questions, please send me an email.

I really appreciate your generosity by supporting this good cause and me.

Sincerely,

<Your Name>

Sample Email 3 - Last Chance

Subject line: Can you help reach my VisionNation goal?

Dear <first name,>

I am only \$<XX> away from reaching my VisionNation goal. Can you help me go over the top with your special donation today? Your gift of any size will really help.

As I mentioned, I am trying to raise \$500 to help end blindness and restore sight through the Foundation Fighting Blindness' VisionNation program. All the money raised goes to support critical research being done to find treatments and cures for people who have eye diseases like the one that has taken my Mom's sight.

Ever donation adds up and working together we can make a significant donation to help end blindness and restore sight. What better gift could anyone give?

I thank you for your support in this important effort.

<Your Name>

Sample Email 4 - Campaign Wrap Up

Subject line: Thank you—we did it

Dear <FirstName,>

I want to thank you again for your generous donation to support my VisionNation campaign.

The campaign has just ended and thanks to wonderful friends and family like you, I was able to reach my \$500 VisionNation goal. By all of us coming together, we are making a substantial contribution to support leading-edge research to end blindness and restore sight.

You can keep up-to-date with the work the Foundation Fighting Blindness is doing through their website (www.blindness.org) and/or you can sign up to receive their free publications. They are a great organization and provide a wealth of free information.

I am so grateful that you were so generous in your support of this effort. I've always known I have the most wonderful people in my life and you have just proved it again. Thank you,

<Your Name>

Sample Email 5 - Thank You Email

(This email is sent whenever any of your friends and family members makes a donation).

Subject line: Thank you for your generous VisionNation gift

Dear <FirstName,>

Thank you so much for your generous donation to the Foundation Fighting Blindness through my VisionNation campaign.

It really means a lot to me that you are so willing to support me in this effort and to help end blindness and restore sight.

I know how life changed for Mom and our family when she lost her sight and I really wanted to do something to perhaps help her and to keep other people from losing their vision. I so much appreciate you joining with me to accomplish just this.

I will let you know how the campaign progresses and let you know when we reach our goal.

Also, if you are curious, you can learn more about what the Foundation Fighting Blindness is doing by visiting their website-www.FightBlindness.org.

Gratefully,

<Your Name>