

VisionNation

Getting Started

ending blindness, restoring sight, together



Getting Started

Starting your own VisionNation campaign is easy. It just takes three steps:

1. Sign up as a VisionNation Leader.
It only takes 3-5 minutes to sign up.
2. Create your **VisionNation statement**. In a few paragraphs tell your personal story as to why you are raising funds to end blindness and restore sight. We have sample text in our VisionNation Toolkit to help you get started.
 - ◆ Add a **photo of your choice**. It can be you in action, a person you want to honor or remember, or something else that inspires you to act to help find cures.
 - ◆ Select a **campaign banner** of your choice. You can celebrate a special event—like a birthday or wedding. You can honor someone special in your life or simply highlight the need for cures.
 - ◆ Set your **VisionNation fundraising goal**. Your VisionNation goal can be of any amount that is comfortable for you of \$100 or more.

Consider a goal of \$500—that's just 10 people giving \$50 each to reach that goal. And a goal of a \$1,000 is only 20 people giving \$50 each.

It usually takes less than 20 minutes to set up your VisionNation Webpage.

3. Create your **first email** to ask your friends and family to help you reach your VisionNation goal and help end blindness and restore sight.

In your VisionNation Toolkit, you'll find sample email messages that you can adapt to send to your friends and family or you can create your own message.

You can use Facebook or Twitter in addition to email to ask your friends and family to participate in VisionNation. The choice is yours.

You will include a special link in your email that will direct your recipients directly to your VisionNation Webpage. Once there, your friend or family member can easily make

a tax-deductible donation of any size online using their credit card. **Your Webpage is completely secure.**

Their gift will be added to your VisionNation goal and they will be recognized for their generosity on your VisionNation page unless they choose not to be listed.

You can **track your progress** toward reaching your VisionNation fundraising goal from your VisionNation Webpage.

It usually takes less than 20 minutes to create and send your first email.

Have your VisionNation campaign underway in about an hour.

You don't need to be a computer wiz or have any other special expertise to participate in VisionNation. You'll have a wealth of resources to draw from in your VisionNation Toolkit and if you have a problem, a Foundation Fighting Blindness staff member can help. For more information, call (800) 683-5555 or email VisionNation@FightBlindness.org.

VisionNation is an easy way to bring your community together to do something significant to help end blindness and restore sight.