



EYEWALK FOR SIGHT

Fundraising Toolkit

Milwaukee County Zoo
September 12, 2026

Every step helps preserve Sight



**Prevent
Blindness**
Wisconsin

Welcome!!

Thank you for registering for our upcoming EyeWalk for Sight at the Milwaukee County Zoo in support of Prevent Blindness Wisconsin.

Your participation helps support ongoing vision screening activities and statewide public health education, creating a foundation for a lifetime of healthy vision.

After registering, participants are encouraged to set a personal fundraising goal and share their fundraising page with friends, family, and coworkers. To help you get started, this packet includes simple tools and ideas to make fundraising easy and effective.

Inside this packet, you will find:



Easy steps to
get started



Suggested
impact ideas



Social media
templates



Sample email and
text messages



Fundraising
tips to help
you reach
your goal

As a reminder, for every \$100 raised, participants will receive one raffle ticket for day-of drawings (must be present to win). Every dollar raised supports Prevent Blindness Wisconsin's vision programs and services throughout the state.

Fundraising in 6 Easy Steps

1



Set Your Fundraising Goal

Choose a fundraising goal that feels meaningful and achievable.

2



Think About Your Why

Take a moment to reflect on why you chose to participate and what supporting healthy vision means to you.

3



Personalize Your Fundraising Page

Add a photo and share your story on your fundraising page.

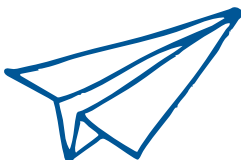
4



Start with your inner circle

Begin by reaching out to family, friends, coworkers, and neighbors.

5



Make the Ask

Share your fundraising page through email, text messages, and social media.

6



Say Thank You

Let donors know how much you appreciate their support and the difference their generosity makes.

Your Fundraising Creates Impact

Whether it's \$25 or \$250, every dollar helps advance Prevent Blindness Wisconsin's mission to improve the lives of children, adults and families through early detection of eye conditions to prevent blindness and preserve sight.



\$25

Provides a parent or caregiver with vision health resources that helps their child see clearly and stay healthy.



\$50

Provides a vision screening for one child, helping detect potential eye problems early and connecting them to the care they need to succeed.



\$100

Your gift helps connect a child in need with a donated eye exam and prescription glasses through a vision care voucher or clinic.



\$250

Makes it possible for a school nurse to bring vision screenings directly to the classroom - where learning and sight go hand in hand.



Screen



Refer



Educate

Sample Emails and Text Messages



04



Email to Friends and Family

Hello,

I am excited to be participating in the Prevent Blindness Wisconsin EyeWalk for Sight at the Milwaukee County Zoo on September 12! In addition to walking, I am raising funds to support vision screenings, education, and services that help children and adults throughout Wisconsin preserve healthy vision and prevent blindness.

I would be grateful if you would consider making a donation to support my efforts. Every dollar raised helps make a difference and helps ensure more individuals have access to vital vision care and resources.

Thank you for your support!

[Insert Personal Fundraising Page Link]



Email (Shorter Version)

Hello,

I am participating in the Prevent Blindness Wisconsin EyeWalk for Sight on September 12 and raising funds to support vision screenings, education, and services that help children and adults across Wisconsin preserve healthy vision and prevent blindness.

Would you consider making a donation to support my fundraising efforts?

Thank you for your support!

[Insert Personal Fundraising Page Link]



Text Message

Hello,

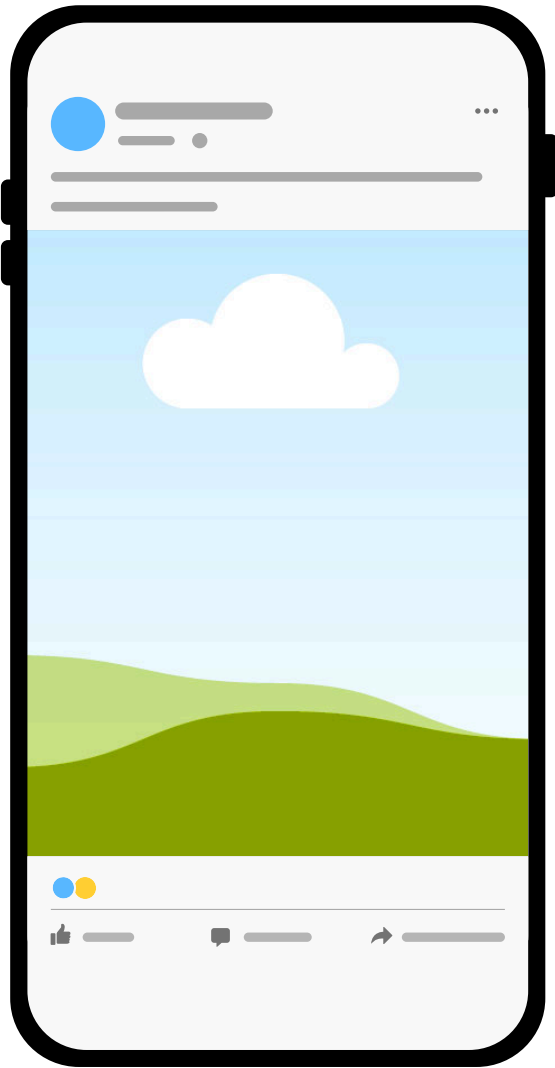
I am participating in the Prevent Blindness Wisconsin EyeWalk for Sight on September 12 and raising funds to support vision screenings, education, and services that help children and adults across Wisconsin preserve healthy vision and prevent blindness.

Would you consider making a donation to support my fundraising efforts?

Thank you for your support!

[Insert Personal Fundraising Page Link]

Social Media Template



👣👁️ I'm excited to be participating in the Prevent Blindness Wisconsin EyeWalk for Sight at the Milwaukee County Zoo on September 12!

I'm raising funds to help provide vision screenings, education, and services that prevent blindness and preserve sight for children and adults across Wisconsin. 👁️🌟

Every dollar raised helps make a difference and ensures more individuals and families have access to the vision care and resources they need. Please consider making a donation to support my efforts.

Thank you for helping prevent blindness and preserve sight! ❤️

[Insert Fundraising Link]

#PreventBlindnessWI
 #EyeWalkforSight2026
 #PreventBlindness #PreserveSight
 #HealthyVision

Suggested Hashtags

#PreventBlindnessWI
 #EyeWalkforSight2026
 #PreserveSight

#HealthyVision
 #PreventBlindness

Fundraising Ideas To Help You Reach Your Goal



SHARE ON SOCIAL MEDIA

Post your fundraising page on Facebook, Instagram, LinkedIn, or other platforms. Sharing why you are participating can help others feel connected to your cause.



ASK PEOPLE TO SHARE YOUR FUNDRAISING PAGE

Ask three people to share your fundraising page to help expand your reach and introduce your cause to new supporters.



SEND TEXT MESSAGES AND EMAILS

Reach out directly to family, friends, and coworkers with a short message and your fundraising link. Personal messages often lead to the most donations.



GIVE UP A SMALL "TREAT" CHALLENGE

Turn everyday spending into support for your fundraising goal. For example, skip a coffee, lunch out, or other small purchase and donate that amount instead—or encourage others to do the same.



CHECK FOR EMPLOYER MATCHING GIFTS

Many employers offer matching gift programs that can double your impact. Ask your workplace if they participate in donation matching.



"SEE THE DIFFERENCE" CHALLENGE

Encourage supporters to donate the cost of an annual eye exam. The cost of an annual eye exam is \$100.

YOU CAN MAKE A DIFFERENCE!





Thank You For Supporting Healthy Vision

Thank you again for being part of this meaningful event. We look forward to seeing you at the Zoo.

IF YOU HAVE ANY
QUESTIONS OR NEED
ASSISTANCE, WE ARE HERE
TO HELP.



Heather Radwill



heather@PBWI.org

YOUR SUPPORT HELPS CREATE A FUTURE WHERE EVERY WISCONSIN RESIDENT HAS HEALTHY VISION AT EVERY STAGE OF LIFE.



**Prevent
Blindness**
Wisconsin



Learn More About
Our Mission

Scan the QR code to learn how your support helps provide vision screenings, eye health education, and access to care across Wisconsin.