

THIRD ANNUAL WHITE CANE WALK WALK FOR AWARENESS



TEAM CAPTAIN RESOURCES SATURDAY, OCT. 19, 2024

Al Lopez Park
Tampa, Florida

LighthouseBLV.org/WCW2024



Lighthouse for the Blind & Low Vision celebrates 84 years of service in the Tampa Bay community.

Our vision is to reach all who need our services and we offer our program services *free of charge*.

We offer four comprehensive service programs that cover the full spectrum of needs for those who have experienced vision loss.

Blind Babies serves infants and young children 0-5 years and provides them with the skills needed to enter kindergarten on a level playing field with their sighted peers.

Teen Transition serves teens 14-22 years old, providing them with skills for independent life after high school, including career and college exploration, work readiness, and personal management skills.

Vocational Rehab serves adults in college, those seeking employment, and those who are already working, but have developed a vision loss and are striving to remain employed.

Independent Living works with individuals seeking to remain independent in their own homes after developing a vision loss. The majority of these clients are seniors, but vision loss can strike anyone at any time. Individuals learn basic kitchen and cooking skills, money handling, mobility training and other daily life skills needed to live safely and independently.

Last year, **more than 600 individuals** in Hardee, Hillsborough, and Polk counties received services to improve the quality of their life and benefited from the Lighthouse services!

LighthouseBLV.org

VISION IMPAIRMENT & BLINDNESS FACTS

Every **7 minutes**, someone in the United States becomes blind or visually impaired.

More than **7 million** people are living with uncorrectable vision loss.

More than **1 million** Americans are living with blindness.

Globally, more than **250 million** people live with visual acuity loss or blindness.

People in the U.S. **fear losing vision** more than memory, hearing or speech.

Visual acuity loss or blindness prevalence varies substantially across states due to many factors; diabetes, smoking, injuries, health insurance access to eye care, occupational hazards and policies.

Data based on a recent study published in JAMA Ophthalmology Today, "Prevalence of Visual Acuity Loss or Blindness in the U.S."





THIRD ANNUAL WALK 2024 TEAM CAPTAIN RESOURCES

THERE ARE 3 REGISTRATION OPTIONS:

1. Register your own Family or Friends Team on our Walk website.

- a. Make yourself the Team Captain (TC).
- b. Build your own team – pick a catchy name (Team _____).
- c. When you receive your team link to your fundraising page, you can send it out via email to friends, family and colleagues. **Sample emails** are available for you to personalize. Invite them to join your team and **make a donation**. They will then receive their own link to the page.
- d. Share why you are supporting the Lighthouse's White Cane Walk — sharing your story is a great way to encourage participation.
- e. All the money you raise will roll into your Team's page, and will be published on the website along with other Team totals. As participants reach goals, they win badges.
- f. If you meet your fundraising goals, you can earn badges for your page. It can be a fun way to compete with other among family members and friends.

2. Register as an Individual Walker on our Walk website.

- a. If you do not know of a Team to join, but want to participate, register as an individual. Later, if you decide to form a Team with others (or you can join an existing team later), you can create it easily, and become the Team Captain (TC)! Or TC can be assigned to another. You will have your own fundraising page to personalize as an individual, and a Team page for the Team.
- b. Be sure to share your page link on social media to generate interest and raise funds!

3. Register a Team from your workplace as a Corporate Team on our Walk website.

- a. You or a coworker can create a Team and designate someone as Team Captain (TC).
- b. Different departments may want to form their own Teams for a bit of friendly intra-office competition. It's a great team-building exercise!
- c. The Team Members, as they register, will all receive a link to the Team Fundraising page, which can be personalized. Fundraising Tips are just a click of a button away! Share on company social media to generate interest, participation, and raise funds.



THIRD ANNUAL WALK 2024 TEAM CAPTAIN RESOURCES

5 STEPS TO SUCCESS GETTING STARTED

STEP 1: TELL YOUR STORY

Your passion and enthusiasm are contagious! Personalize your fundraising page by uploading a photo and sharing your story about why you are walking and why you are supporting the Lighthouse. People have doubled their fundraising with this simple step.

STEP 2: LEAD BY EXAMPLE

Get your first gift ... from you! Make a personal gift to your fundraising page today. People will see how committed you are when they see you are donating as well.

STEP 3: SHARE YOUR CAMPAIGN

Reach your friends fast by posting your fundraising page link to Facebook, Instagram, LinkedIn, and other social media networks. Be sure to tell them why you are fundraising! Do this multiple times!

STEP 4: REACH OUT FOR SUPPORT

Invite friends, family members, and colleagues to participate with you and donate today. Use the letter/email templates in this document, which includes a link back to your personal fundraising page. Remind them it will help someone continue to be independent as they learn to live with impaired vision and that their donation is tax-deductible.

STEP 5: TRACK YOUR PROGRESS

You can track your progress against your goal!



THIRD ANNUAL WALK 2024 TEAM CAPTAIN RESOURCES

YOUR GENEROUS DONATION WILL PROVIDE

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|----------------|--|
| \$1,000 | Provides four (4) hours of assistive technology services for Veterans to remain independent. |
| \$500 | A family is a child's first teacher. \$500 provides five (5) hours of instruction to prepare the child to better understand their world! |
| \$400 | Provides a teen with four (4) hours of "real world" work skills training, helping to set them up for success! |
| \$300 | Engages a teen for one (1) hour in preparation for life after high school; whether going to college or work. |
| \$200 | Orientation and mobility instruction for two (2) hours at a job site to assist with job placement and/or keeping employment. |
| \$100 | One (1) hour of training for an adult or senior to continue living independently in their home and not having to move in with family or to an assistive living facility. |
| \$50 | Provides a white cane for a toddler to be safe in their play and movement as they begin to live their lives and explore their environment. |

Values have been rounded to the nearest hundred.



THIRD ANNUAL WALK 2024 TEAM CAPTAIN RESOURCES

JOIN MY TEAM SAMPLE LETTER

[Team Member's First Name],

I am forming a team for White Cane Walk and hope you'll join me. The Lighthouse for the Blind & Low Vision's Third Annual White Cane Walk is an awareness and fundraising event. It is our community's opportunity to help those who are blind or have low vision in Hardee, Hillsborough, and Polk counties.

The walk will be at Al Lopez Park in Tampa on Saturday, Oct. 19, 2024, 9 a.m.-noon.

As you may know, [insert your personal reason for walking here — if you personally have a connection to the Lighthouse's mission or a friend/family member or why this walk is important to you].

By joining our team and raising funds for this important cause, you'll be making a real impact in the FREE programs offered through the Lighthouse to their clients from babies through seniors. The White Cane Walk is a family-oriented event in which we raise awareness of the white cane and come together as a caring community.

Visit our Team Page at [insert team page URL].

1. Click the "Join" button next to our team at the bottom of the page.
2. Follow the prompts to register.
3. You will receive an email with your personal fundraising link
4. Become familiar with the White Cane Walk website — you can set a goal, personalize your page and go to Resources for fundraising tips.

Once you have joined the team, we'll need your help to reach our team fundraising goal. Do not worry — fundraising is easier than you think. The Lighthouse for the Blind & Low Vision provides the tools you need, including your own personal fundraising page. Plus, I will be here to support and encourage you along the way. Please do not hesitate to contact me with any questions!

Thank you,
[Your Name]

My Team Page URL: [insert team page URL]



THIRD ANNUAL WALK 2024 TEAM CAPTAIN RESOURCES

TEAM UPDATE SAMPLE LETTER

Dear Team,

Thank you so much for your participation in this year's Third Annual White Cane Walk. It's already [Insert date] and the Walk will be here in October! We need all our team members fundraising to hit our team goal of \$[Insert team fundraising goal]. Remember, the funds we raise today will play a critical role in continuing to offer FREE programs to the blind and low vision clients in Hardee, Hillsborough, and Polk counties!

Here is where we are to date:

Walker Recruitment Goal: [Insert walkers goal]
Walkers Recruited: [Insert walkers recruited]
Team Fundraising Goal: \$[Insert fundraising goal]
Amount Raised to Date: \$[Insert amount raised]

Below are some steps you can take this week to reach your fundraising goal:

- Lead by example — make a personal donation if you haven't already.
- Personalize your fundraising webpage — potential donors are more compelled to donate when they know why you're passionate about raising money for the White Cane Walk.
- Send donation request emails to your friends and family. People often need to be asked three times before they donate, so don't forget to send reminders.
- Use your Social Media accounts to update your status on Facebook, Instagram, LinkedIn, Twitter or other social networks and ask for donations.

Did you know that fundraising online can help you raise more money in a shorter amount of time?

- Participants who fundraise online raise more than those who do not.
- There are email templates in your Resource center that will get you started.
- You have access to more potential donors with email and text messages because there are no geographical boundaries!

Sincerely,
[Your Name]

Team Captain, [Team Name]

FYI Team Captain: You can always share what you or other team members are doing to raise money!



THIRD ANNUAL WALK 2024 TEAM CAPTAIN RESOURCES

SOCIAL MEDIA SHARING

Help us spread the word about our Third Annual White Cane Walk on Saturday, Oct. 19, 2024, at Al Lopez Park in Tampa! This toolkit is designed for you to be able to copy and paste text directly into your own social media posts, emails, texts, or whatever platform you use to connect with your networks!

If you are registered to walk, have donated, are a team Captain or simply want to share the event information, feel free to use any of the content below and make sure to tag Lighthouse for the Blind & Low Vision in Tampa on Facebook, Twitter, LinkedIn and Instagram and use [#WhiteCaneWalkTampa](#)

Lighthouse for the Blind & Low Vision is a nonprofit agency dedicated to empowering the blind and visually impaired community located in Tampa, Florida: LighthouseBLV.org

SAMPLE FACEBOOK AND LINKEDIN POSTS:

Help support Lighthouse's Third Annual White Cane Walk! We are all walking for the same reason — to empower people with vision loss to realize their full potential. Participants can show support by registering to walk and starting a fundraising team. Learn more at LighthouseBLV.org/WCW2024. [#WhiteCaneWalkTampa](#)

The Third Annual White Cane Walk will be held on Saturday, Oct. 19, 2024, at Al Lopez Park in Tampa! The White Cane Walk is an annual fundraiser that raises awareness and support for the blind and visually impaired community. Learn more at LighthouseBLV.org/WCW2024. [#WhiteCaneWalkTampa](#)

Please join the Lighthouse this year by donating, registering to walk and/or creating your own fundraising team. If you are walking, a \$25 per person donation will get you registered and you will receive a link to start your fundraising! Walkers can register at LighthouseBLV.org/WCW2024. [#WhiteCaneWalkTampa](#)

SAMPLE TWITTER AND INSTAGRAM POSTS:

Help support the Lighthouse's Annual White Cane Walk for the blind and visually impaired community by walking, donating or starting a fundraising team. Learn more at LighthouseBLV.org/WCW2024. [#WhiteCaneWalkTampa](#)

The Lighthouse for the Blind & Low Vision's Third Annual White Cane Walk will be held on Saturday, Oct. 19, 2024, at Al Lopez Park in Tampa! Learn how you can raise awareness and support the blind and visually impaired in our community: LighthouseBLV.org/WCW2024. [#WhiteCaneWalkTampa](#)



THIRD ANNUAL WALK 2024 TEAM CAPTAIN RESOURCES

FUNDRAISING IDEAS

USE YOUR PERSONAL WHITE CANE WALK WEBPAGE, WRITE LETTERS, AND PLAN FUNDRAISING EVENTS

Set a fundraising goal and share that goal in your letter and on your web page.

Ask everyone you know to donate. The number one reason why people donate is that they were asked! Email or mail your fundraising letter with your fundraising link to your holiday card list, business and networking contacts, company vendors, friends, family members — everyone!

Include your personal story. Why are you participating in the Walk to help the Lighthouse? Do you have a connection to the Lighthouse's mission? Your story will underscore the importance of raising needed funds for the programs the Lighthouse offers their clients for FREE!

Promote your participation in the Walk and your fundraising link on all social media platforms: Facebook, Instagram, LinkedIn, and Twitter.

CREATE A FUNDRAISING PLAN FOR YOUR TEAM AND CONSIDER PLANNING ONE OR MORE OF THE FOLLOWING FUNDRAISING EVENTS TO HELP YOUR TEAM REACH ITS GOAL:

HOST A PARTY

Plan an ice cream social, spaghetti dinner, have a BBQ or a pancake breakfast.

- Invite family, friends and neighbors- send our invitations
- Auction off donated items at the party
- Ask for a flat donation at the door

ORGANIZE A NEIGHBORHOOD GARAGE/YARD SALE

This is a great way to clean out the house and raise money!

- Invite neighbors to participate and co-workers. Everyone can donate items -means more stuff to sell and more money raised
- Promote the event in local newspapers, on local websites and flyers throughout the community.

PLAN A WEEKEND CAR WASH

You can do at the same time as the yard sale or have it a separate weekend

- Host on your block or ask a local religious group or business to use its parking lot for the weekend
- Charge a flat rate for cars, trucks and the dirtiest vehicles
- Post fliers and signs throughout your community promoting the event
- Recruit your friends and family to help