

# THIRD ANNUAL WHITE CANE WALK WALK FOR AWARENESS



**WALKER RESOURCES**  
**SATURDAY, OCT. 19, 2024**

Al Lopez Park  
Tampa, Florida

[LighthouseBLV.org/WCW2024](https://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*.

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**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](http://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 WALKER 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 WALKER 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 WALKER RESOURCES

## YOUR GENEROUS DONATION WILL PROVIDE

**\$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 WALKER RESOURCES

## DONATION REQUEST SAMPLE LETTERS

Did you know that it often takes three asks to receive one donation? People get busy and often need a reminder. Ask today and then mark your calendar to ask again. Don't feel like you are being pushy about following up. You are not asking for funds for yourself; you are asking for the Lighthouse and are trying to help others!

Here are sample letters to get you started: [Ask #1](#) [Ask #2](#) [Ask #3](#) [Thank You](#)

### ASK #1: DONATION SOLICITATION

**SUBJECT:** Will you support me?

I'm fundraising to support the Lighthouse for the Blind & Low Vision's White Cane Walk event! The funds I raise are needed to help individuals that are blind or have low vision, from babies to seniors.

When you support the Lighthouse, you not only help people become more independent and stay independent but also help families with vision-impaired babies by giving them the best start and helping prepare them for school. You assist Teens in planning for their future, whether it is working or going to college, and you help adults and seniors keep employment or find new employment.

Will you support me and my efforts to help the blind or visually impaired in our community?

As you may know, [explain your personal reason for walking — if you or a family member are affected by a vision problem, please share your story, and why this walk is important to you].

My goal is to raise \$[Insert personal fundraising goal], I hope you'll consider donating to help me reach it! My personal fundraising page is [Insert personal fundraising page URL].

Events like White Cane Walk we can make a difference in our community. The mission of the Lighthouse is to maximize independence and provide employment opportunities. Help make a difference in the lives of others!

Thank you, in advance, for your donation and support!

[Your Name]

My Personal Fundraising Page: [Insert personal fundraising page URL]



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### ASK #2: DONATION REMINDER

**SUBJECT:** There's still time to donate!

I'm getting closer to my goal, but I need your help!

As you may know, I'm fundraising for the Lighthouse for the Blind & Low Vision's White Cane Walk on Saturday, Oct. 19, 2024, 9 a.m.-noon. The funds I raise are needed to help babies through seniors in staying or becoming independent and working if they choose to do so.

So far, I've raised \$[\[Insert amount raised\]](#), but I need your help to reach my \$[\[Insert personal fundraising goal\]](#) fundraising goal. Will you support me and my efforts to help the blind and visually impaired in Hardee, Hillsborough, and Polk counties?

To make a donation, please go to [\[Insert personal fundraising page URL\]](#).

Thanks to Lighthouse for the Blind & Low Vision, many vision-impaired people are leading independent, and active lives, and you're helping to make this possible.

Thank you, in advance, for your donation and support!

[\[Your Name\]](#)

My Personal Fundraising Page: [\[Insert personal fundraising page URL\]](#)



# THIRD ANNUAL WALK 2024 WALKER RESOURCES

## DONATION REQUEST SAMPLE LETTERS

Did you know that it often takes three asks to receive one donation? People get busy and often need a reminder. Ask today and then mark your calendar to ask again. Don't feel like you are being pushy about following up. You are not asking for funds for yourself; you are asking for the Lighthouse and are trying to help others!

Here are sample letters to get you started: [Ask #1](#) [Ask #2](#) [Ask #3](#) [Thank You](#)

### ASK #3: DONATION REMINDER

**SUBJECT:** Help make a difference in someone's life!

The Lighthouse for the Blind & Low Vision's White Cane Walk is right around the corner and your help is needed now more than ever! I'm getting close to my \$[\[Insert personal fundraising goal\]](#) fundraising goal. Will you help the Lighthouse to continue to offer their programs for FREE in the Tampa Bay area for Babies, Teens, Adults and Seniors?

To make a donation, please go to [\[Insert personal fundraising page URL\]](#) to visit my personal page then click on the "Donate Now" button to make a donation.

I'm fundraising to support the mission of the Lighthouse for the Blind & Low Vision: to maximize independence and provide employment opportunities. The Lighthouse has been serving our community for 84 years!

I hope I can count on you to support my fundraising efforts and the great work of the Lighthouse for the Blind & Low Vision!

Thank you, in advance, for your donation and support!

[\[Your Name\]](#)

My Personal Fundraising Page: [\[Insert personal fundraising page URL\]](#)



# THIRD ANNUAL WALK 2024 WALKER RESOURCES

## DONATION REQUEST SAMPLE LETTERS

Did you know that it often takes three asks to receive one donation? People get busy and often need a reminder. Ask today and then mark your calendar to ask again. Don't feel like you are being pushy about following up. You are not asking for funds for yourself; you are asking for the Lighthouse and are trying to help others!

Here are sample letters to get you started: [Ask #1](#) [Ask #2](#) [Ask #3](#) [Thank You](#)

### DONATION THANK YOU

**SUBJECT:** Thanks for making a difference in someone's life!

[Donor First Name],

Thank you so much for your generous donation towards my fundraising efforts for the Lighthouse for the Blind & Low Vision and the White Cane Walk.

Through your financial support of the Lighthouse, you are not only helping our community, but you are also helping those that are blind or have low vision to stay independent and have an active life! Thank you again for your support! We can't do it without you!

If you'd like to learn more about White Cane Walk, visit: [LighthouseBLV.org/WCW2024](https://LighthouseBLV.org/WCW2024)

To learn more about Lighthouse for the Blind & Low Vision and other ways to support them visit: [LighthouseBLV.org](https://LighthouseBLV.org)

Continue to check my progress by visiting my personal fundraising page: [Insert personal fundraising page URL]

Sincerely,  
[Your Name]



# THIRD ANNUAL WALK 2024 WALKER 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](https://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](https://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](https://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](https://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](https://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](https://LighthouseBLV.org/WCW2024). [#WhiteCaneWalkTampa](#)



# THIRD ANNUAL WALK 2024 WALKER 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