

Welcome!

Thank you for signing up to be a Vision Warrior. Now it's time to get down and dirty in this adventure race that requires endurance, teamwork, and grit. Before you do Tough Mudder, you will have plenty of opportunities to share your story, invite friends and family to join you, and raise awareness for Foundation Fighting Blindness.

Everyone's reason for getting muddy is different. On event day, we will come together with one common goal: raise funds for preventions, treatments, and cures for millions of people around the world who are affected by blinding diseases.

Three quick ways to get started:

Set a Fundraising Goal of \$500 or Higher.

Create a goal that is bit of a stretch for you. \$500 is the required fundraising minimum but go for \$850. Your social community can have fun helping you and cheering you on!



Think About How You Want to Fundraise. Reaching friends and family through email and text messages tend to have the most consistent results. Social media is a wonderful tool for sharing your story. Also, think of creative, fun ways you can fundraise in your community.

Make a List. Create a list of friends and family and remember to include people like local community leaders, churches, gyms, schools, and places where you do business. Remember, people can't say 'yes' if you don't ask.

Keep focused on your reason for doing this adventure race. Every dollar you raise helps support critical, sight-saving research which will give hope to the more than 10 million Americans who suffer from blinding diseases. As you get ready to get muddy as a Vision Warrior and do a Tough Mudder adventure race, we want you to know we're here for you!

GET STARTED NOW!

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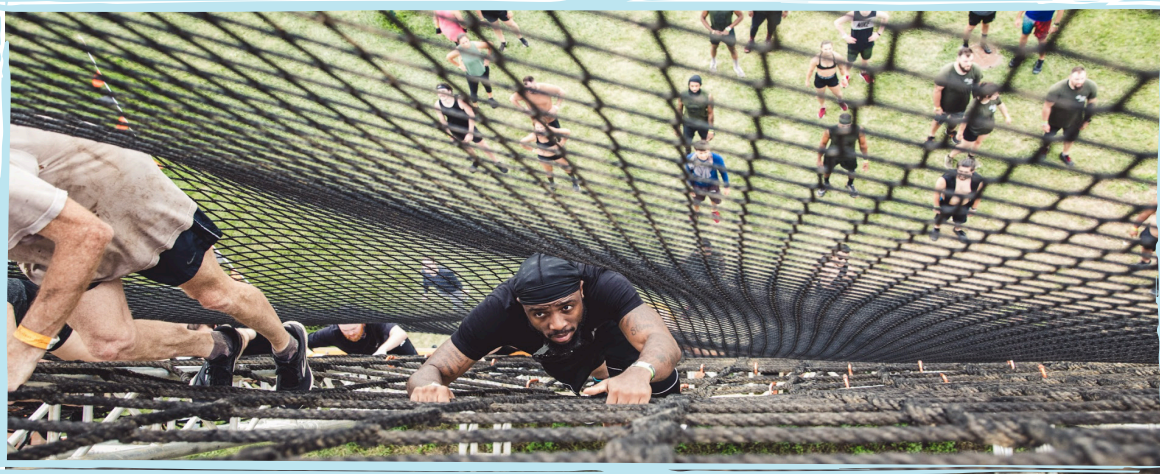
LET'S MUDDER!

How To Use This Toolkit

Best Practices

This toolkit provides support and fundraising guidance for our Vision Warriors doing a Tough Mudder. It includes a series of emails, texts, social media content, and fundraising ideas.

- **Use our templates.** Copy and paste our pre-written templates OR use them as a guide.
- **Personalize each message.** Consider using photos, videos, and graphics to tell your story. Videos and pictures appear in more people's newsfeeds on Facebook and are great for sharing on Instagram and TikTok.
- **Ask individually.** Personalized emails and texts mean a lot! If you text and email different people once a day for a week, the results will amaze you.
- **Send emails to your entire list throughout your journey.** Even if they have already donated, your supporters love to hear updates.
- **Follow up.** Not everyone responds the first time.
- **Keep moving if you get a 'no.'** There are more people out there ready to participate. It's not personal.
- **Stay inspired.** What you're doing is special. Your goal is within reach. Remember your story.



Fundraising Emails

Email: Announcement / Invitation to Give

Subject: BIG NEWS – I joined Vision Warriors and am doing a Tough Mudder Adventure Race!

Hey Friends,

Big News! This February, I am getting down and dirty in an adventure race called Tough Mudder to raise money and awareness for the Foundation Fighting Blindness. I'm taking on this challenge to support those affected by blinding diseases. I'm excited to fundraise for groundbreaking research while breaking a sweat.

On Sunday, February 19, 2022, I will get muddy for one reason: to make an impact to driving research finding preventions, treatments, and cures for the 10 million people in America affected by blinding diseases.

I would love for you to join me and my team [insert team sign-up page] and let's do this together. Not ready? You can cheer me on and donate to help fund important research and community programs. Either way, I appreciate your support. This mission means a lot to me because [INSERT PERSONAL CONNECTION OR PASSION]

My goal is to raise \$850 [IF YOU WANT TO RAISE MORE PLEASE MAKE YOUR GOAL HIGHER]. Every dollar I raise will go toward the Foundation Fighting Blindness. All you have to do is visit my fundraising page here [INSERT LINK] to make a donation today.

Follow along with me as I work toward my fundraising goal? I'll send out emails like this as I go (and post on Facebook and Instagram).

Thank you in advance for your help. It's great to know that I have a strong support system cheering me on.

All the best!

XX

Fundraising Emails (continued)

Email: About the Foundation Fighting Blindness

Subject: Will you support me as a Vision Warrior?

Hello!

Big changes are caused by small actions that add up. I have already begun to see this change build as a Vision Warrior for the Foundation Fighting Blindness. So far, my supporters have helped raise \$XXX which is XX% of my goal. I'm excited to see my friends and family help me support the Foundation's mission to drive research finding treatments and cures for blinding diseases.

Did you know your donation helps support resources that goes toward research and disease information and resources.

Did you know that most rare retinal diseases are inherited and usually caused by one or more mutations in a single gene? Genetic testing and research are big initiatives for the Foundation to help manage retinal diseases.

If you would like to help me support these research opportunities and community resource programs, visit my fundraising page at [INSERT LINK HERE] and donate today.

Follow me on social media for more updates [INSERT SOCIAL MEDIA LINKS HERE].

Thank You!

XXX

Fundraising Emails (continued)

Email: Update your email + get involved

Subject: Getting Ready To Get Muddy!

Hi!

I want to thank you for all the kind words, donations, and suggestions that have helped me fundraise for my Tough Mudder adventure. We are only XXX weeks away and have already raised \$XX.

Your love and support have been such driving forces in all my training and preparation for the big day! There is no doubt that we are making lives better together by raising funds for the Foundation Fighting Blindness.

Still looking for ways to help? Please forward or share any of my emails, texts, or social posts with friends who might want to support me and the mission to find treatments and cures for blinding diseases.

You can also still sign up to get muddy with me, take on this challenge, and support this important cause. Visit <https://give.fightingblindness.org/campaign/vision-warriors-tough-mudder>.

Remember to donate, all you have to do is click at my fundraising page here. [INSERT LINK]

Thank you!
XXXX

Fundraising Emails (continued)

Email: Training and Fundraising Milestone

Subject: I am in it to WIN IT for Vision Warriors

Happy [insert day of the week]!

I've been running, spinning, and getting ready all month preparing for my Tough Mudder Adventure experience. Each day I push myself harder to get ready for February 19 - the big day!

Together, we have raised \$XXX for the Foundation Fighting Blindness. These funds help support research for genetic testing, funding grants, and providing educational resources for those with blinding diseases. So many amazing things they do to help raise our sights and make a positive impact.

Helping the Foundation Fighting Blindness means a lot to me because [INSERT PERSONAL CONNECTION OR PASSION]. If you are interested in donating, joining my team, or offering your support in other ways, please visit my fundraising page at [INSERT LINK].

Thank you!
XXXX

Fundraising Emails (continued)

Email: Last Call (1 week before adventure race – Tough Mudder)

Subject: It's Go Time!

I can't believe the Phoenix Tough Mudder is only one week away! I am ready to kick it into gear and get muddy for a challenging [5K/10K OBSTACLE COURSE] to support research for blinding diseases.

Thank you for cheering me on as I train and fundraise for a cause that means so much to me. I have felt the support with all your inspiring texts, emails, and comments on social media. I am dedicated to running, crawling if necessary, climbing, and leaping – all to make you proud.

Thanks to your generous support, I'm happy to report that we have raised \$XX.

Is there still time to donate? Can you donate again? Can your company match your donation? The answer is YES!

Visit my fundraising website page here. [INSERT LINK]. Any amount is appreciated. Follow along on Instagram and Facebook as I post updates throughout the week.

All the best to you!
XXX

Fundraising Emails (continued)

Email: Day of Phoenix Tough Mudder

Subject: YOU helped me succeed!

It's official! The Phoenix Tough Mudder was an amazing event and I had the BEST TIME. The inspiration from my family and friends really kept me moving.

Thank you so much for following along with me! We raised a total of \$XXX to support people impacted by blinding diseases.

There are no words to say how much I appreciate your support. You helped me exceed my goals and finish strong.

Many Thanks,
XXX

P.S. If you still want to donate to my Vision Warrior fundraiser, I would greatly appreciate it. Visit my fundraising website page here [INSERT LINK].

For more information about the Foundation Fighting Blindness and other ways to get involved in fundraising programs or create your own visit <https://www.fightingblindness.org/raisingoursights>.

Fundraising Emails (continued)

Email: Thank You (Individual Message)

Suggest sending via email or text after you see the donation.

Subject: Thank You for supporting the Foundation Fighting Blindness!

Dear XXXX,

Thank you so much for your amazing support! I saw your donation for XXX in support of my Vision Warrior Tough Mudder experience. I will make you proud as I get muddy on February 19. I appreciate your generosity.

Your donation not only supports me, it also benefits people who are affected by blinding diseases.

Have a great day!
XXXX

Email: Thank You (Individual Message for those doing this in honor / in memory)

Subject: Your Support Means So Much!

Dear XXX,

Thank You! I noticed your kind donation in support of the Foundation Fighting Blindness and my participation in the Vision Warriors Tough Mudder Adventure experience.

You are so gracious and thoughtful to believe in me and honor my XXXX [INSERT PERSONAL PURPOSE]. It makes me so proud to give back in this meaningful way and you are such a big part of that.

As I continue fundraising, I am committed to keeping you posted all along the way. Keep up with my training journey on Instagram at XXXX. Thank you again for your support!

Best,

XXX

Fundraising Texts

Text: Beginning of giving

Hey ___!

Exciting news! I've joined Vision Warriors – We'll be participating in Phoenix Tough Mudder and supporting the Foundation Fighting Blindness. If you're interested in donating, I would appreciate any support (big or small!) My goal is \$XXX. Click the link below to donate to my fundraising page.. Maybe you should join me so we can take on this challenge together. [INSERT LINK] Thank you!
#foundationfightingblindness #fightblindness

Text: Week before the event

It's almost time to get down and dirty! Phoenix Tough Mudder is this week! I'm ready and reaching out because I want to make sure you get a chance to donate. Any amount makes a difference, and I can't begin to thank you for the love and support. Click the below link to learn more and donate. to my fundraising page[INSERT LINK]. #foundationfightingblindness #fightblindness

Text: Reminder. (Suggest sharing a training photo)

If you haven't seen my posts (or emails) - Phoenix Tough Mudder is this weekend! I'll be getting down and dirty to help build awareness and raise funds for the Foundation Fighting Blindness. I'd love your support with positive energy, good vibes, and a donation is always welcome! Click the link to learn to donate. [Insert Link] #foundationfightingblindness #fightblindness

Text: Post Event (Suggest sharing a photo)

I did it! Thank you for helping me with my personal mission to honor XXX and help support research for people who are affected by blinding diseases through Vision Warriors. It was so much fun! I hope you can join me next year. If you know someone who would like to support me, please share this text, and here's the link [insert link] to my fundraising page to donate!
#foundationfightingblindness #fightblindness

Social Media Images

Click on the social media images below to download (copy on next page):



Social Media Copy

Sample Copy #1:

I am officially a Vision Warrior! I'm so excited to get down and dirty to build awareness and raise funds to support the urgent mission of the Foundation Fighting Blindness and participate in the Phoenix Tough Mudder, an adventure-style obstacle course where people raise funds to benefit the Foundation Fighting Blindness. Find out how you can partner with me on this journey and support a great cause too! Visit my fundraising page to donate at [INSERT LINK]. #foundationfightingblindness #fightblindness

Sample Copy #2:

Did you Know?

10 million Americans are affected by blinding retinal diseases. On February 19, I am getting down and dirty to generate awareness and fundraise for the Foundation Fighting Blindness. I am excited as Tough Mudder Phoenix will be a memorable, inspiring, and powerful day of celebration and hope.

Please join me and support the Foundation Fighting Blindness. Visit my personal fundraising page at [INSERT LINK] #foundationfightingblindness #fightblindness

Sample Copy #3:

I'm Ready to Get Down and Dirty! Phoenix Tough Mudder is only a few weeks away! This experience has already brought me closer to my mission of honoring XXXX and supporting those affected by blinding diseases.

Make a difference today and help me reach my fundraising goal. Whether it's \$5 or \$50, your support does not go unnoticed! Click the link in my bio to donate. OR Click the link below to donate to my fundraising page. [depends on what social media platform—Instagram does not allow clickable links in the caption] #foundationfightingblindness #fightblindness

Sample Copy #4:

Fundraising Update and Thank You! (TIP: PERSONALIZE AND TAG YOUR SUPPORTERS)

#Gratitude for all of you who have helped me reach my goal of \$XXXX raised to support @foundationfightingblindness. A special thank you to @XXXX [TAG PEOPLE WHO DONATED]. So far, I have raised XXX. I am almost there and would love your support. Click the link below to visit my fund-raising page to help drive the research to find treatments and cures for blinding diseases. [INSERT LINK HERE] #foundationfightingblindness #fightblindness

Thanking Your Donors: Check Out the Below Examples

Social: How the Foundation Fighting Blindness Helps

Many of you have asked how the Foundation Fighting Blindness supports the community affected by retinal diseases. Here are some facts and information to share with your community:

- More than 10 million Americans and millions more throughout the world are impacted by blinding retinal diseases – including age-related macular degeneration and inherited retinal diseases (IRDs) like retinitis pigmentosa and Usher syndrome, Stargardt disease and more..
- Inherited retinal diseases are a group of diseases that can cause vision loss and blindness. People living with IRDs experience a gradual loss of vision, eventually leading to complete blindness.
- Others may be born with or experience vision loss in infancy or early childhood.
- Each IRD is caused by at least one gene that is not working properly. There are 270 genes identified that are linked to inherited retinal diseases. Gene therapy is considered the most promising treatment method for correcting these faulty genes.
- During its now 50-year history, the Foundation has raised over \$891 million in support of its effort to reverse blindness and restore vision. The Foundation is the world's leading private source for IRD research funding.
- The Foundation is funding translational research and clinical trials of gene therapy that have restored vision in patients who were virtually blind from a childhood form of retinitis pigmentosa. The Foundation also funds research on potential drug therapies that slow or prevent the loss of retinal cells, thereby saving vision.
- The Foundation has volunteer-led Chapters across the US. These dedicated volunteers raise funds, increase public awareness, and provide support to families affected by retinal diseases in their communities.
- To learn more, please visit the Foundation Fighting Blindness website at www.FightingBlindness.org

Thanking Your Donors (continued)

Social Media: Event Day (Tip: Post your event-day outfit.)

Phoenix Tough Mudder is finally here! Getting ready to give my movement purpose. Your support will push me along throughout the obstacle course. Follow along today for updates!

There's still time to give a donation in honor of my Tough Mudder today. Again, I cannot thank you all enough for all your support. Wish me luck!

Social: Thank you

Hint: Speak from the heart and tag your supporters. Check out the samples below.

Thank You! I thought about my incredible support system today as I got down and dirty for the Foundation Fighting Blindness, and I am truly blessed to have you all in my life. The obstacle course was great and the energy was electric.

So inspired and grateful for the support, donations, and cheers I've received on this journey! We have raised a total of \$XXX and there's still a little time left to give.

THANK YOU AND CONGRATULATIONS!

You completed your Vision Warrior fundraiser.
Thank you so much for the great work and for taking part in our event. We could not have done it without you.

Hope to see you next year!

Sincerely,
Your friends at the Foundation Fighting Blindness

