



# 2025 TEAM & PARTICIPANT WELCOME KIT

SEPT  
28  
2025

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[HopeForVisionWalk.org](https://HopeForVisionWalk.org)



# ABOUT PRRF

## Our Mission

The Pediatric Retinal Research Foundation's (PRRF) mission is to raise awareness of pediatric retinal diseases, drive research, and support the community of affected individuals and their families. We do this by funding relevant research to understand, treat and prevent pediatric retinal diseases including retinopathy of prematurity (ROP), persistent fetal vasculature syndrome (PFVS), retinoschisis, Coat's disease, Norrie disease, familial exudative vitreoretinopathy (FEVR), and Stickler syndromes.

## Our Research

Each year, we continue our investment in research initiatives at the Oakland University (OU) Pediatric Retinal Research Lab (PRRL). We support initiatives that will spark a discovery and bring us closer to a cure for one of the seven diseases PRRF supports. In 2024, PRRF invested in five (5) pilot grants that provide investigators with the initial resources needed to generate preliminary research data. As we expand our research initiatives, we know this will open new opportunities for drug developments and therapies for children with vision loss.

Additionally, PRRF donated to the SUPER Student program at the OU Eye Research Institute allowing summer undergraduate students to learn how to do eye research in the PRRL. It's important to expose students to the research field to not only recruit researchers, but to also give future clinicians a better understanding of how both fields work closely together to find treatments and cures for patients.

## Connecting Families

PRRF continues to see growth each year in our community outreach initiatives. We are continuously looking to provide answers to critical questions, as well as highlight trends and innovative opportunities on the horizon - all at no cost to families, caregivers, children and supporters. We hosted our annual Family Connection Conference in April 2025 and continue to launch Through Our Eyes podcast episodes twice monthly with the goal of helping young adults and families navigating life with vision loss. We also recently launched our revamped website with tons of new resources and updated information.



# ABOUT THE WALK

The Pediatric Retinal Research Foundation is excited to host our 7th annual Hope for Vision Walk!

**Sunday, September 28, 2025**

**Virtual: Online or In Person: Bloomer Park in Rochester Hills, MI**

**8:30 am Registration | 9:30 am Walk | 10:00 am - Noon Festivities**

All proceeds raised from the 7th annual Hope for Vision Walk will be used to continue to grow the Foundation and expand our research and community initiatives. We have a lot of amazing plans for the next three years and can't wait to share the developments with you!

We invite you to gather your friends, family and co-workers to form a Walk team or you join as an individual participant. This is a family-friendly fun walk open to all ages and abilities.

Participants will walk 1 mile on a paved trail loop at Bloomer Park. Virtual participants can choose any distance to walk in their local community.



[HopeforVisionWalk.org](https://HopeforVisionWalk.org)



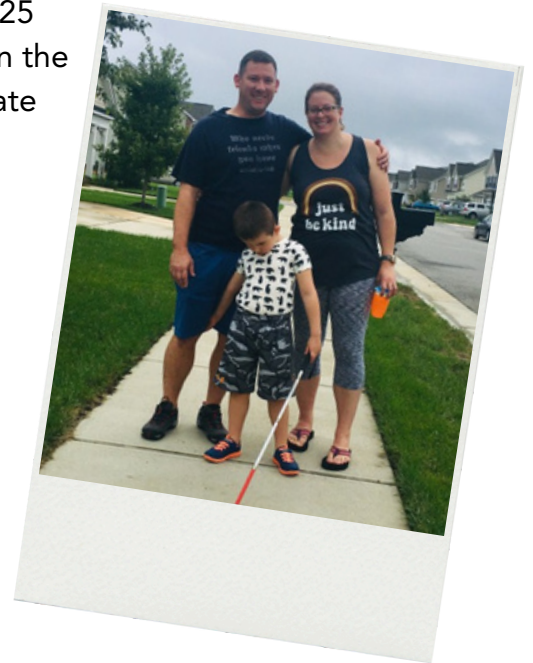
# VIRTUAL & IN PERSON

We love how the Hope for Vision Walk has evolved over the past few years to include in person AND virtual opportunities, allowing us to connect with families throughout the world.

As a registered team and/or participant, we're asking you to fundraise by inviting people you know to donate to your online fundraising page. If you raise \$100 or more, you'll receive official Walk swag!

In addition to raising crucial funds to support the PRRF mission, we also want to walk, run or bike "with" you! Gather your teammates, a family member or friend and walk, run or bike at least 1 mile in your neighborhood, at a local park or on your favorite trail anytime by October 31st or join us in person at Bloomer Park in Rochester Hills, MI.

Be sure to share a video and/or photos with us of your group walking, running or biking. You can post it on your social media pages using hashtag #HopeForVisionWalk2025 or email it to us at [info@prrf.org](mailto:info@prrf.org). Be sure to share where in the world you're from so we can connect the dots and celebrate everyone coming together in 2025 to help children with vision loss!



[HopeforVisionWalk.org](https://HopeforVisionWalk.org)



# STEP 1: SET A GOAL

## Set A Fundraising Goal

It's really important to set goals when participating in a fundraising event. It helps your supporters know how close you are toward your goal. And your supporters REALLY do want to help you succeed! So, complete this worksheet below to help set your goals for the Hope for Vision Walk.

Your contribution: \$\_\_\_\_\_

Email campaign: \$\_\_\_\_\_  
(Hint: Send 50 emails asking for \$10 each)

Social media campaign: \$\_\_\_\_\_  
(Hint: Tag 25 friends and ask them for \$10 each)

Fundraising events & activities: \$\_\_\_\_\_  
(Hint: Bottle/can drive, virtual trivia night,  
wine tasting)

Total Goal: \$\_\_\_\_\_

## Recruit Walkers & Runners

I have a goal of recruiting \_\_\_\_\_ participants to my team and would like them to set a goal of fundraising at least \$\_\_\_\_\_.

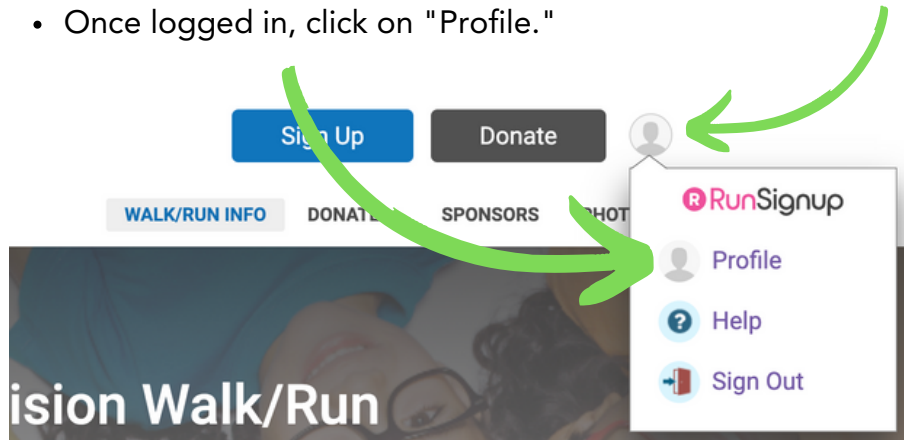
Number of participants \_\_\_\_\_ x goal/person \$\_\_\_\_\_ = Team Goal of \$\_\_\_\_\_

(Hint: Many companies set a goal of recruiting 20% of the total number of employees at their company to join their Walk/Run team. You can use the same goal-setting guide for the number of people on your invite list of friends & family.)

# STEP 2: PERSONALIZE YOUR PAGE

## Personalize Your Fundraising Page

- Visit [www.HopeforVisionWalk.org](http://www.HopeforVisionWalk.org) and login to your account (top right corner).
- Once logged in, click on "Profile."



- If you registered as a Team, you'll see TWO options under "Fundraising." The first option should have your name (your individual fundraising page) and the second option should have your TEAM name (your team page). You can edit BOTH pages.
- If you registered as an individual participant, you'll see ONE option.








# STEP 2: PERSONALIZE YOUR PAGE, CONT.

- Click on "Edit Fundraiser" to edit your individual AND/OR team page.
- Your team page will be seen by supporters who want to give to the entire team instead of one individual, as well as people who want to join your team.
- On your "Edit Fundraiser" individual page, you can update your name, goal, showing the thermometer & donor list, your URL, heading, photo, and display message.
- In the Personal Message to Display, you can add multiple photos, bold fonts, font colors, links and more!
- DON'T FORGET TO CLICK "SAVE FUNDRAISER CHANGES" AT THE BOTTOM!

## Edit Fundraiser: Stephanie Saville



### Become a Fundraiser

Your Individual Fundraiser Name \*

Your Fundraiser Goal

Page Options


- ☒ Show goal thermometer.
- ☒ Show scrolling list of donors.
- ☐ Hide from public lists.  
Still visible via direct link.

Tagline

Create Your Custom Fundraiser URL

If you enter a URL here, this link can be used to send people directly to your fundraiser page.

Personal Message Heading

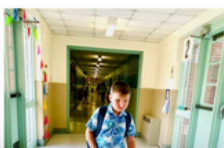
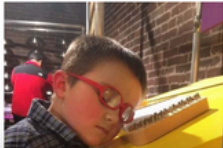



Personal Message to Display on Your Fundraiser Page

File Edit View Insert Format Tools

Paragraph A B I U List Link Indent Undo Redo Full Screen Exit

While his family doesn't know what the future holds for Sean, but we will all continue to be inspired by him and his amazing smile!






# STEP 2: PERSONALIZE YOUR PAGE, CONT.

- After saving changes to your personal page, click on "Back to Fundraisers" then click on "Edit Fundraiser" [for your team page \(if applicable\)](#).
- Similar to your personal fundraising page, you can edit the team name, goal, if you want the thermometer or donor list to show, edit the URL, upload an image and edit the text that displays on your team page.
- ALSO, you can add additional team captains at the bottom for those who are serving as a co-captain of your team!
- **DON'T FORGET TO CLICK "SAVE FUNDRAISER CHANGES" AT THE BOTTOM!**

## Edit Fundraiser: Stephanie's Super Walkers – Fundraising Team



Become a Fundraiser

**Your Fundraising Team Name \***

Stephanie's Super Walkers

**Tagline**

**Your Fundraiser Goal**

\$ 1000

**Page Options**

☒ Show goal thermometer.

☒ Show scrolling list of donors.

☐ Hide from public lists.

Still visible via direct link.

**Create Your Custom Fundraiser URL**

https://runsignup.com/ [stephaniessuperwalkers](#)

If you enter a URL here, this link can be used to send people directly to your fundraiser page.

**Personal Message Heading**

Join our Team!

**Password ⓘ**

**Choose your image**

 You can upload .png, .jpeg, .jpg, or .gif files.

**Personal Message to Display on Your Fundraiser Page**

File Edit View Insert Format Tools

Paragraph   **B** *I* U           

Thank you for visiting our 2022 Hope for Vision Walk/Run TEAM PAGE! We are excited to fundraise for the Pediatric Retinal Research Foundation (PRRF).

Fundraiser Captains

You can allow other people to manage this fundraiser. They must set up a RunSignup account first. If they do not have an account, they can create one by visiting our [Create Account](#) page. Once they have an account, you can enter the email address they used to set up their account.

example@example.com

example@example.com

example@example.com

Screenshot le.com

example@example.com

example@example.com





# STEP 2: PERSONALIZE YOUR PAGE, CONT.

- While logged in to your profile, click on your TEAM page URL

The screenshot shows a fundraising team page for 'Stephanie's Super Walkers'. On the left is a circular logo with a shoe and the text 'PRRF HOPE FOR VISION WALK RUN'. Next to it is the date '11 SEP 2022'. The team name 'Stephanie's Super Walkers' is at the top, followed by 'Fundraising Team'. Below this, it says 'Race: 2022 Hope for Vision Walk/Run', 'Runner: Stephanie Saville', and 'Donation Period: May 27, 2022 - October 31, 2022'. A link 'https://runsignup.com/stephaniessuperwalkers' is provided. A progress bar shows '\$100 Raised of \$1,000'. On the right, there are three links: 'Edit Fundraiser', 'View Donations', and 'View Roster'. A green arrow points from the 'View Roster' link to the text below.

- At the top of your TEAM fundraising page, you'll see a JOIN button. Send your team URL link to your friends, family and colleagues and encourage them to join your team by hitting the JOIN button right from your page.
- Then, when logged into your profile, you'll see the "View Roster" link (above). Click on that link to see who has joined your team.
- Lastly, when you click on your TEAM fundraising page URL, you'll see the "Tell your story, add a slideshow" button. Click here to add up to 10 photos to your team page (in addition to what you add in the message body of your page).

The screenshot shows the event page for '2022 Hope for Vision Walk/Run' on 'Sun September 11, 2022' in 'Shelby Township, MI 48316 US'. Below the event details is a button that says '+ Tell your story, add a slideshow'. A green arrow points from this button to the text below. At the bottom, there is a section for 'Fundraising Team Stephanie's Super Walkers' with a 'Manage' dropdown, social media icons for Facebook, Twitter, and Instagram, and 'Donate' and 'Join' buttons.



# STEP 3: START FUNDRAISING

## Spread The Word

When you're logged in to the HopeforVisionWalk.org page/profile, scroll down to see your custom fundraising page(s) URL link. Copy your personal fundraising page OR team page URL to share electronically!

- Share your web link on your social media pages with a specific ask for donations
- Share your web link in an email to friends, family, co-workers, community group members, place of worship members, school friends

## How To Raise \$500 in 1 Week:

Day 1: Sponsor yourself with a \$25 donation

Day 2: Ask 4 family members to sponsor you for \$25

Day 3: Ask 7 friends to contribute \$20

Day 4: Ask 5 neighbors to sponsor you for \$15 (or Facebook friends)

Day 5: Ask 6 co-workers to contribute \$10 (or community group members)

Day 6: Ask 2 businesses you frequent for \$25 (doctor, dentist, accountant, etc.)

Day 7: Ask your boss for a company contribution of \$50

For more help with fundraising ideas or to create a customized fundraising plan for you and/or your team, contact Monica at [Monica@PRRF.org](mailto:Monica@PRRF.org).



[HopeforVisionWalk.org](https://www.HopeforVisionWalk.org)



# IT'S ALL ABOUT WHO YOU KNOW

## Ideas To Create Your "Ask" List

Want to know the secret of huge fundraising success? It's asking the people you know to give. It really is that simple. But many people are afraid to ask and end up saying "no" for their contacts.

Many people will give if you just ask and those that aren't able to donate at this time aren't offended by your ask to involve them in making a difference in the world.

So when you think of who to ask, don't leave people off your list!

- Family / in-laws and friends
- College friends / fraternity or sorority contacts / alumni association
- Kids' school contacts (friends' parents, etc.)
- Religious community (church friends, etc.)
- Your hobby / sport contacts (golf friends, quilting group, book club, etc.)
- Holiday card list / wedding invite list
- Social media contacts / email contacts

### Professional contacts:

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| • Accountant / financial planner     | • Dog groomer                         |
| • Attorney                           | • Family photographer                 |
| • Babysitter                         | • Hairdresser / barber / nail tech    |
| • Beauty consultant (Mary Kay, etc.) | • Interior decorator                  |
| • Car mechanic                       | • Piano teacher, baseball coach, etc. |
| • Corporate vendors                  | • Realtor                             |
| • Current & past co-workers          | • Tax adviser                         |
| • Dentist / doctors                  | • Travel agent                        |
|                                      | • Veterinarian                        |



# STEP 4: THANK YOUR DONORS

- When logged in to your HopeforVisionWalk.org profile, under "Edit Fundraiser" you'll see "View Donations."
- Click on "View Donations" to see who donated to your page/team.
- You can download a CSV to mail merge, save, etc. to send thank you's to your donors.
- This process is the same for your TEAM fundraising page - just click "View Donations" by your team page to see who donated to the team overall.
- All donors will automatically receive a tax receipt/thank you email from PRRF.

HOPE FOR VISION  
WALK RUN

[WALK/RUN HOME](#)

[MY REGISTRATION](#)

[EDIT FUNDRAISER](#)

[VIEW DONATIONS](#)

[LINKS/SHARING](#)

## 2022 Hope for Vision Walk/Run

Sun September 11, 2022

Shelby Township, MI 48316 US [Directions](#)

### Donations for Fundraiser: Stephanie Saville

Number of Donations: 1  
Total Donations: \$100.00

\$100  
OF \$100

AMOUNT PAID	DONATION AMOUNT	DONATION DATE	NAME	EMAIL	ADDRESS	ON BEHALF OF	DONATION LEVEL	FUNDRAISER
\$100.00	\$100.00	08/06/2022 1:54pm	Stephanie Saville	stephaniesaville1@gmail.com		on behalf of Stephanie Saville	Community Supporter	Stephanie Saville

1

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[Download as CSV](#)

### Donation Amounts



DONATION AMOUNT	NUMBER OF DONATIONS
\$100.00	1



HopeforVisionWalk.org