



As Delta Gammas, your desire to do good never stops.

As an alumna of Delta Gamma, your commitment to Service for Sight doesn't end at graduation. Whether you're donating, volunteering, mentoring or championing the cause in your own community, you play a vital role in ensuring that Service for Sight continues to expand possibilities for people living with vision loss.

The goal of this document is to provide you with the verbiage to speak about and share the impact of Service for Sight, both at the local level and beyond.

WHAT SERVICE FOR SIGHT IS

How to explain what Service for Sight is to fellow alumnae, community members, collegians and more.

When speaking about what Service for Sight is, you could say:

- **Shortened sound bite:** Service for Sight is about expanding possibilities.
- **Expanded sound bite:** Service for Sight is Delta Gamma's long-standing philanthropy dedicated to helping people navigate vision loss across every stage of life.
- **Emotional sound bite:** For many people living with vision loss, the tools needed to live fully are not always within reach. That's why we champion Service for Sight, so that people navigating vision loss have the support they need to increase their own independence and confidence.

OUR KEY THEMES

When you talk about the work that you are doing through Service for Sight, connect your messages back to three themes:

1. Real impact, clearly felt

Example sound bites:

- Delta Gamma's do good with others in mind. Service for Sight is our initiative, but it's so much bigger than us.
- On average, the Foundation grants \$800,000 to over 50 sight-related organizations in the United States and Canada each year.

2. Delta Gamma's mission in action

Example sound bites:

- Delta Gammas have been stewards for sight since 1936 when Ruth Billow petitioned to adopt what is now called Service for Sight.
- On average, the Foundation grants \$800,000 to over 50 sight-related organizations in the United States and Canada each year.

3. A cause that connects us all

Example sound bites:

- Americans are living longer than ever before, and with increased longevity comes a rising prevalence of age-related vision loss.
- By 2050, the number of people living with vision loss is projected to be over 1.7 billion. Our work isn't slowing down — and neither are we.

AS AN ADVISER

If you support a collegiate chapter as an adviser, help reinforce the depth and legacy of Service for Sight.

For instance, share your personal connection to the cause and what Service for Sight has meant to you since graduation. Guide members on how to authentically speak about the mission and connect others to the cause.

Example sound bite:

Since graduating college, I've continued to help raise guide dogs who support people in my local community living with vision loss.

AT PHILANTHROPY EVENTS

If you're attending, organizing or supporting a Service for Sight event with a collegiate chapter or alumnae group, your presence signals to others that this cause has lasting meaning.

Example action steps:

- Bring your network into the fold by inviting friends, family and colleagues to participate.
- Share how your chapter made an impact during your collegiate years and connect that to the work being done today.
- Use your community relationships to open doors to local organizations that Service for Sight can support.

WITHIN YOUR COMMUNITY

As an alumna, you have roots in communities that collegians don't yet have access to. Use that presence to advance our mission.

Example action steps:

- Connect your alumnae group with vision care organizations or community partners in your area.
- Advocate for Service for Sight in your professional or civic networks.
- Mentor collegiate members on how to talk about and engage with the philanthropy effectively.

FOR ADDITIONAL INFORMATION

Please visit the Delta Gamma library for resources related to alumnae support, fundraising and service.

FOR FOUNDATION-RELATED QUESTIONS

Please contact Leslie Martin, executive director, at the Delta Gamma Foundation. leslie.martin@deltagamma.org 614-481-8169

Local Partnership Opportunities
Use this QR code to find one of the 200+ organizations we support.

