



Your commitment to doing good anchors our sisterhood.

As a member of Delta Gamma, you get to make a difference in the lives of the people that Service for Sight supports. In addition to raising money and dedicating service hours, you educate your chapter, PNMs and the broader community about what Service for Sight is and why it matters.

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

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 more 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 those we serve have the support they need to increase their own confidence and independence.

FOR ADDITIONAL INFORMATION

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

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:

- Through grants, programs and partnerships, we support people living with vision loss by assisting them with the resources they need to live more independently and confidently.
- 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:

- For almost a century, we’ve had a longstanding commitment to a distinctly Delta Gamma initiative.
- On average, Delta Gammas log over 90,000 sight-related service hours per year.

3. A cause that connects us all

Example sound bites:

- Do good is more than our motto. It’s a collective call to action.
- 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. (World Health Organization)

FOR FOUNDATION-RELATED QUESTIONS

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

DURING RECRUITMENT

When you talk about Service for Sight during recruitment, help PNMs form an emotional connection to the cause.

Example sound bites:

- Service for Sight is a distinctly-Delta Gamma initiative that was inspired by one sister’s story. Now, our work spans across North America.
- Delta Gammas are championing a world where vision loss does not limit possibilities.
- According to the World Health Organization, the number of people living with vision loss is projected to be over 1.7 billion by 2050.

AT PHILANTHROPY EVENTS

Whether you’re tabling or hosting a Service for Sight event, the goal is to bring awareness to vision loss and give people a reason to believe in the work we’re doing.

Example sound bites:

- An estimated 1.4 million children worldwide live with vision loss. (The International Agency for the Prevention of Blindness)
- Unemployment and underemployment rates are higher among those who have vision loss. (Vision Center)
- People who experience vision loss are more likely to live in a home without internet, which affects their ability to access things like telehealth, employment and education opportunities. (Research on Disability)

WITHIN YOUR COMMUNITY

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

