SPREAD THE WORD
ONLINE CONTENT IDEAS AND KEY MESSAGING FOR YOUR FUNDRAISING AND ONLINE ENGAGEMENT

KEY MESSAGING
These key facts are short, succinct and drive home the larger message of The Foundation.

- You can restore sight for just $25 in some countries
- 4 out of 5 people who are blind don’t need to be
- Donate now to help Fred’s work live on
- We have restored sight to more than two million people
- Together we can end avoidable blindness

IMAGE GALLERIES, NEWS ARTICLES

- The AM Show: Executive Director Andrew Bell interview: http://bit.ly/the-AM-show-andrew

CONTENT IDEAS
Videos from YouTube to embed into blogs and share online


OTHER GREAT CONTENT TO SHARE

OUR IMPACT CALCULATOR is a fantastic way to show supporters how their donations can make a difference. It also shows you exactly where your money goes: http://bit.ly/fhfnz-impact-calculator

Share one or more of our PATIENT STORIES with your audience. Read about the people whose lives have changed thanks to generous donors like you: http://bit.ly/fhfnz-patient-stories

Share FRED’S TIMELINE STORY with your audience. Share Fred’s life story with online followers - they can read about his life growing up in NZ and the legacy he left: http://bit.ly/freds-story

Our WHERE WE WORK page is filled with great facts and figures. This page shows exactly where we work and the impact that we’ve left behind in these countries: http://bit.ly/fhfnz-where-we-work