



## Do Good Week Social Media

**World Sight Day:** October 10, 2024

**White Cane Day:** October 15, 2024

### Planning Details & Instructions:

Project Goal: This is intended to educate and raise awareness for Service For Sight and guide a wider audience to learn more about everything that stands for. The goal is to post on any and all social media platforms to bring attention to our cause.

- Supplies needed: any device with social media, a way to make social media graphics (example: [Canva](#))
- Be sure that any posts adhere to Delta Gamma's [social media policy](#).
- Suggested topics for posts and content:

### 1. What is Service for Sight

*Delta Gamma's philanthropy, Service for Sight, supports the five schools founded by Delta Gammas and other North American organizations that provide access and advocacy for people who are blind or have low vision or who promote sight preservation and conservation. This philanthropy has been at the heart of the Delta Gamma mission since 1936 when a member who was blind, Ruth Billow, Eta-Akron, petitioned to adopt Service for Sight as our official philanthropy.*

### 2. Guide Dog Awareness ([Download branded graphics](#))

*Guide dogs are a vital tool for many people living with blindness or low vision. Working with a guide dog can provide confidence and independence for people who would otherwise rely on others to live their daily lives. 🐕*

*Check out these tips from Guide Dogs for the Blind to learn how to interact with guide dogs and their handlers and learn more at [bit.ly/GuideDogTips](https://bit.ly/GuideDogTips).*

### 3. **White Cane Awareness Day** ([Download branded graphics](#))

*For people who are living with blindness, the white cane is an essential tool that gives the ability to achieve a full and independent life. It allows people to move freely and safely from place to place — whether it's at work, at school, or around our neighborhoods. White Cane Awareness Day is a way to emphasize the critical role that the tool plays. When you see someone using a white cane, remember that the cane is their tool to navigate the environment safely and independently. There's no need to shout warnings or try to physically steer them. If they need any help or direction, they will ask! If you are driving or cycling and see someone using a white cane, you must follow the law and stop to give that person the right of way.*

*Learn more about how white canes work and White Cane Awareness Day at <https://nfb.org/programs-services/blind-equality-achievement-month/white-cane-awareness-day>.*

### 4. **World Sight Day**

*Today is World Sight Day 🌍👁️🌟*

*This World Sight Day, find out what you need to do to prevent sight loss, and to protect, preserve and prioritize vision. #LoveYourEyes is all about being aware of your own eye health and if you are able to, get a sight test or recommend others do the same.*

*Join the International Agency for the Prevention of Blindness and pledge to get your eyes checked today! [https://iapb.nationbuilder.com/make\\_a\\_pledge](https://iapb.nationbuilder.com/make_a_pledge)*

### 5. **Delta Gamma Schools for Children with Visual Impairments**

*([Download branded graphics](#))*

*The Delta Gamma Foundation proudly supports the five Delta Gamma Schools for Children with Visual Impairments founded by Delta Gammas and supported by members through service and fundraising. Last year, the Foundation awarded a \$28,000 Service for Sight grant to each of the schools.*

- 🌟 Blind Children's Center in Los Angeles, CA*
- 🌟 Foundation for Blind Children in Phoenix, AZ*
- 🌟 Anchor Center for Blind Children in Denver, CO*
- 🌟 Children's Center for the Visually Impaired in Kansas City, MO*
- 🌟 Center for Children with Visual Impairments in St. Louis, MO*