



MAKING THE ASK

A Guide for Optical Practices

Thank You for Being a Champion for Sight!

Asking for donations at checkout may seem a bit intimidating at first, but your engagement with the Grateful Patient Program can help make a huge difference in helping change lives with clear sight and your involvement lets patients know your practice cares.

Below is a sample script to help get the conversation going followed by some quick facts about point of sale giving. While this sheet is a helpful guide, you know how to best interact with your patients and customers, so feel free to modify with your own unique spin! Keep this overview handy at checkout as an easy reference guide and thank you for championing this important cause.

SAMPLE SCRIPT:

"Hello _____ (add name if known). Thank you so much for coming in today! I wanted to let you know our practice is participating in a charitable program to help raise funds for people in need of critical vision care. Would you like to make a donation to help us give the gift of sight?"

"YES"

Thank you so much!
Your donation makes
a big difference!

"NO"

Okay, no problem! Thanks for
listening. We appreciate you
coming in to see us!

Quick Facts:



On average, in one minute, we help
26 people around the globe receive
critical vision care.



of your donation is used to bring
access to vision care to people
around the world.



people have received the gift of sight
thanks to the generosity of caring
individuals and practices like yours
who champion the cause of vision!

Other Ways You Can Help:

- Set a personal goal of how much you want to raise each day!
- Challenge your co-workers to a friendly competition to see who can raise the most.
- Set dedicated days of the week to focus on fundraising.
- Follow OneSight EssilorLuxottica Foundation on social media and visit championsforsight.org for the latest patient impact stories to share with your patients.

See more tips on the back of this page!



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ONE SIMPLE QUESTION CAN HELP CHANGE A LIFE:

“Would you like to Give the Gift of Sight?”

WHEN YOU ASK

- Utilize the time you are interacting with the patient before the sale to tell them about how your practice is making a difference.
- Ask sincerely and always say “thank you.”
- Look the patient in the eye and ASK with confidence.
- Ask with the expectation that the patient will say “Yes.”

WHEN YOU HEAR “YES”

- Say ‘thank you’ to your patients for their generosity.
- Remind them how every dollar adds up to make a big change.



Seeing well improves everything in life, from an individual's health, education, and work opportunities, to the sustainable development of local community and economies.

WHEN YOU HEAR “NO”

- Be prepared for something other than a Yes! Not everyone is going to immediately want to donate. Be ready for “No”, “Maybe” and requests for more information.
- By continuing to ask regardless of the response, you are letting your valued patients know that your practice cares about people and communities – which is a good thing!
- Some of your patients may have already donated before. If they have, thank them for their support!

Reminders:*

OVERALL, CUSTOMERS LIKE THE OPPORTUNITY TO GIVE AT REGISTER!

84% don't mind or like being asked and 76% having donated at point of sale in the past year.

CUSTOMERS ARE MOTIVATED TO GIVE BY PASSION!

This cause directly relates to your business. Your customers understand how important vision is in their lives and know what a difference clear sight can make.

REMEMBER THE IMPORTANCE OF THE ASK AND ALWAYS SAY “THANK YOU!”

All customers prefer to be asked by staff at checkout to make donation and 67% of people prefer a simple “Thank You” for their donation at register!

*Curated from Accelerist's 2020 Raise More at the (NEW) Register.