



**RESTORINGVISION.ORG**

## RESTORINGVISION FOR RETAILERS

*This document outlines several ways that Optical Retailers can integrate Corporate Social Responsibility programs into their operations.*

### MAKE A CASH DONATION TO SPONSOR GLASSES

- RestoringVision will convert your donation into glasses distributed to qualified clinics.

### IMPLEMENT A ONE FOR ONE PROGRAM

- Build sales through cause marketing by promoting a direct connection between a sale of a unit of your product with a donation of a pair of glasses to someone in need. When a customer buys a product, you make a monetary donation to RestoringVision, which we then convert into a pair of glasses.

### DONATE GLASSES TO RESTORINGVISION

- Donate glasses to RestoringVision. RestoringVision makes it easy for retailers to donate excess inventory of reading glasses. We will also accept new sunglasses.

### CUSTOMER DONATIONS AT THE P.O.S.

- Offer customers the opportunity to donate to RestoringVision at the Point of Sale. For example, customers will be asked at the time of purchase, "Would you like to donate, \$1, \$3, or \$5 to give the gift of sight to those in need?"
- Customers can also be asked if they'd like to "Round Up" their purchase to the nearest dollar, with the proceeds benefiting RestoringVision.
- To incentivize giving and make an extra impact, offer to match customer donations!

### TIME LIMITED FUNDRAISERS

- Choose a time period in which a portion of sales will benefit RestoringVision (for ex: "On the third Thursday of each month, 20% of proceeds benefit RestoringVision" or "on month, day, year, 100% of proceeds will benefit RestoringVision").

## PRODUCT-DRIVEN FUNDRAISING

- When introducing a new product, promote your charitable program among customers for the kick off! (for ex: For each pair of \_\_\_glasses sold, \_\_\_company name\_\_\_ will donate \_\_\_% to RestoringVision) .

## REFER A FRIEND/WRITE A REVIEW

- For each customer who refers a friend to your business or posts a review of your company online, you make a donation to RestoringVision. This is an easy way to promote your business and make a positive impact at the same time.

## MARKETING MATERIALS AND SERVICES OFFERED AS PART OF SPONSORSHIP

- Co-branded products: RestoringVision is happy to participate in collaboratively designing marketing opportunities such as co-branded cleaning cloths and glasses cases that promote the charitable work of RestoringVision and your company.

For more information, please contact:

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