



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 for both children and adults, and new single-vision distance glasses for both children and adults.

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 ___# of product 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 that promote the charitable work of RestoringVision and your company.

For more information, please contact:

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