



CUSTOMER GIVING AND YOU

A Guide to Making the Ask

INTRODUCTION

This guide is a companion to the Customer Giving video overview. That video gave some strategies for how to bring up donations to OneSight with your customers. This guide gives some more information about each of the moments and conversation starters as well as some resources for finding out more about OneSight.

A LITTLE BIT ABOUT ONESIGHT

If you aren't exactly familiar with what OneSight does, here's a quick overview. While it may not seem like a difficult thing to get glasses, 1 in 7 people around the world need glasses but have no way to get them.

**1 IN 7 PEOPLE AROUND THE WORLD
NEED GLASSES BUT HAVE NO WAY TO GET THEM.**

Our mission is to ensure that everyone can get a pair of glasses if they need them. For many years, we did this through free vision clinics all over the world (staffed by Luxottica volunteers!) that offered free eye exams and glasses to those who attend.

We still conduct clinics every year, but in 2013 we piloted a new approach to partner with countries that lacked vision care to build permanent vision centers. These centers are locally owned and operated, providing affordable eye exams, glasses, and medical referrals to their surrounding communities year-round. Now millions of people can get the glasses they need, when they need them without being dependent on OneSight.

Taken together, our free vision clinics offer a targeted, temporary solution to help people in immediate need; and our vision centers provide a long-term solution in places that have the infrastructure to support them. That's how we intend to solve the problem of lack of access to vision care for good.

You can also find more information and resources at OneSight.org.

What is customer giving?

Many of our Luxottica partner retailers offer customers the ability to donate through their point-of-sale systems. At the end of a purchase, customers are given the option of donation amounts.

Why does customer giving matter?

OneSight is a non-profit organization. That means that all of the work we do is made possible by funding from many different sources—and customer giving makes much of our programming locally and around the world possible. Making the ask of your customers is one of the most important ways you (and your customers) can help the world see more clearly.



Making the Ask **WHEN?**

We know you have a million things to do every time a customer enters your store. When it comes to asking people to make a donation, we want to look for opportunities to bring it up in a natural way that makes everyone comfortable. **The video outlined four key moments to think about during your customer's journey:**

WHILE THE CUSTOMER IS BROWSING THE STORE | While we don't want to get in their way, this is often where casual conversation happens. And it can be a good moment to bring up OneSight.

DURING REPAIRS OF EYEWEAR | For retailers that offer optical services, this is when customers receive small repairs to their eyewear. There's a fair amount of time for conversation while the repairs are happening, and often customers ask if there is a charge for these services so it can be a great time to bring up OneSight.

DURING AN EYE EXAM | Doctors can make the ask too! Getting to know your patient during the eye exam presents some nice opportunities to share why you support OneSight's work and how they can as well.

AT CHECK-OUT/HANDOVER | This is the most common time to ask for customer donations, since the point-of-sale system will ask them if they want to donate before their purchase is complete. Explaining what they are going to see and what a donation means can help customers feel more comfortable with donating.

There may be other times as well, so keep an eye out (pun possibly intended) for a natural way to make the ask.



Making the Ask **HOW?**

Knowing when to bring up the subject of donations is important, but so is how you start the conversation. Asking people to donate is not something everyone is comfortable with, so if you arm yourself with a couple of conversation strategies, it can really help.

The Icebreaker

As you are getting to know your customer and helping them find the right purchase, **there are often a number of ways to bring up OneSight:**

When you're greeting someone, and sharing what specials or sales you have, you can include that your store is also accepting donations to OneSight.

EXAMPLE

ASSOCIATE: "Hi welcome, is there anything I can help you find today?"

CUSTOMER: "No I'm just browsing, thank you."

ASSOCIATE: "Well, just so you know, we are doing a 40% off when you purchase a 2nd pair today. And in addition to that, we're also accepting donations to OneSight! As a store we have a goal to help 100 people see this year!"

BY INTRODUCING ONESIGHT EARLY IN YOUR CUSTOMER'S JOURNEY, YOU'RE GIVING THEM TIME TO THINK, BUT IT ALSO WON'T COME AS A SURPRISE WHEN YOU MENTION IT AT CHECKOUT.

THE LITTLE-KNOWN FACT

Glasses are something that most of us take for granted. There are plenty of places to shop, both in person and online. So it can come as a real surprise that there are people who can't get a pair of glasses no matter how much they need them.

Here are a few quick facts you can share to help people understand the issue:

1 IN 7 PEOPLE AROUND THE WORLD NEEDS A PAIR OF GLASSES BUT HAS NO WAY TO GET THEM.

There are a lot of factors that contribute to this, but it generally comes down to **two big reasons**: there isn't anyone who can provide care, or glasses are way out of reach financially.

LACK OF AVAILABLE CARE.

As you saw above, there are places where no one can provide care for people who need glasses. For example, prior to OneSight working with The Gambia in Africa, there was only a single optometrist to serve the entire country! Talk about a waiting list...

1 IN 4 STUDENTS HAS AN UNDIAGNOSED VISION PROBLEM.

This stat is for the United States, where vision care is readily available to many people. And it's even more of a problem in lower income countries. But the good news is that students who get the glasses they need can learn up to twice as much in school. And your customers can help make that happen!



Loving
capable
kind
worthy
giving
beautiful

The Tip-Off

For stores that offer repairs

Don't hesitate to share OneSight while you're doing the repair, no need to wait until the customer asks how to pay.

Make conversation while you're making repairs.

FOR EXAMPLE: "Just so you know, we never charge for small repairs and adjustments like this, we just encourage donations to our non-profit partner, OneSight. Any amount helps, but a \$10 donation can provide eyewear to someone in need. Are you interested in donating today?"



The Closer

We understand that checkout is where the majority of mentions regarding OneSight are made, but a key call out is to simply make a genuine ask.

WAYNE GRETZKY ONCE SAID,

"YOU MISS 100% OF THE SHOTS YOU DON'T MAKE."

Simply mentioning that "it's going to ask you if you'd like to donate" does not make as much of an impact as asking, "Now John, before we check out, I mentioned OneSight in our conversation earlier, and shared that they provide eye exams and glasses to people in need. I have a personal goal of helping 10 people see this week. Would you like to help me reach that goal by donating \$10 to OneSight?"

- **Sharing your personal goal** gives customers a better idea of where their donations are going.
- **Be excited!** Your efforts, and this customer's donation is going to provide eyewear to someone, and change their lives for the better. This should be celebrated!
- **Be visual!** Point to the OneSight logo on the verifone, or nearby, and give customers a visual of where their donations are going.

VISION EMPOWERS

RESOURCES

OneSight's social media accounts and website feature news, stories, updates and more.

Like and follow to stay up-to-date:

[Instagram](#)

[Blog posts](#)

[Facebook](#)

[OneSight.org](#)



How to Address Roadblocks

- Don't overthink it.
- The worst a customer can say is no, and you move on.
- The best case scenario is that you've educated someone about OneSight, and they want to make a donation, and your efforts make a difference in someone's life.
- Try new approaches and find one that works for you!
- Perhaps you prefer not to ask for a specific dollar amount, that's perfectly ok! The key is raising awareness, and by simply making the ask and mentioning OneSight, you're already helping.

Other Strategies

Personalize what you're sharing, ask coworkers & managers their personal experience.

- Ask your coworkers what's worked for them. Or, ask if you can practice your pitch with them and have them give you their pitch.
- OneSight sends out a quarterly newsletter to all stores, so ask your manager for a copy if you don't already have one.
- Familiarize yourself with a patient story. You can find some to look at on OneSight's website: [OneSight.org/News](https://www.onesight.org/news)
- Personal anecdotes are a great way to show that you personally support the cause. Perhaps you have a loved one that needed glasses but had a hard time getting them. Or if you've ever been a OneSight volunteer you can share your stories from there.

