

the simple ask

At checkout, staff ask patients if they'd like to round up their balance to support global eye health. That's it!



The Script

"Your total today is \$[amount]. Would you like to round up to \$[next dollar] for global eye health?"

If the patient asks what it's for:

"We're participating in the World Sight Day Challenge – it funds eye care for people in parts of the world where glasses or a basic eye exam just aren't accessible. Every little bit adds up."

If the patient declines:

"No problem at all!" – and move on. No pressure, no follow-up.

A Few Things to Keep in Mind

- Keep it casual. (It's an invitation rather than a sales ask.)
- Ask first, then answer questions. (Don't over-explain before they respond.)
- Every "yes" counts. (A \$0.50 round-up is a win!)
- Don't forget to add a donation line for OGS in your practice management system!
- Track your totals – you'll need them for your final submission.

have questions? reach out: wcdc@givingsight.org

Your visit today reaches farther than you think.

We're participating in the World Sight Day Challenge, hosted by Optometry Giving Sight. It's 60 days of fundraising for global eye health.

Why? Because **1.1 billion people live with vision impairment that could be corrected with a basic eye exam.**

We're doing our part to help correct that situation.
Ask us at checkout how you can, too!



the world is waiting