



NOVEMBER 2021

### How Is Your Practice Giving Back?

Giving back to a cause, whether to a community program or nationwide program has more benefits than just the thought of knowing you've done something good. Let's take a look at the benefits of cause marketing in your practice, whether it's buy one give one or donating a portion of profits to a cause and how it can impact your practice.

#### Top 3 Reasons Your Practice Should Be Giving Back

1

##### Attract New Patients and Retain Loyal Patients

- 67% of consumers will pay more to contribute to a good cause.
- Consumers grow more loyal to a brand when they believe in its cause which can increase lifetime profits by as much as 85%.

2

##### Differentiate Your Practice

Set your practice apart from big box and online opticals by donating to local causes that mean something to your community.

3

##### Boost Employee Morale

Allowing your employees to be a part of choosing the cause can provide them with a sense of pride and connection.

#### Getting Started With A Cause Marketing Campaign

- Step 1:** Determine your cause and what percentage or dollar amount of your profit you will donate.
- Step 2:** Tell your patients about how their purchases can go to a great cause! Make sure not only to talk about it during their time in your practice but promoted throughout your website, social media and e-mail marketing efforts.
- Step 3:** Share with your patients the success of the program and how their purchases made a difference.

### Coming Up

#### Can't Miss Webinars

##### Dealing with Difficult Patients

November 5, 2021  
11:00 - 11:30 AM CST

##### Virtual Walman University Fall 2021 Series

##### Technical Optical

November 6, 2021  
10:00AM - 2:00PM CST  
Cost: \$25

##### Practice Management

November 13, 2021  
10:00AM - 2:00PM CST  
Cost: \$25

##### Understanding the Consumer Mindset

November 20, 2021  
10:00AM - 2:00PM CST  
Cost: \$25

Register today for any course  
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#### Enriching Lives Through Better Vision

Walman Optical is proud to support eye health and give back to our communities nationwide.



**Kids with A Vision:** Though partnership with almost 40 practices nationwide we've been able to donate over 15,000 pairs of eyewear to Essilor Vision Foundation for kids in need across the U.S. *Interested in becoming a Kids with A Vision practice in 2022?* Talk to your Walman Optical Account Manager today.

**Uplift Northwest:** Hands on employee involvement at Uplift Northwest's eye clinic donating eyewear to those in need in Seattle, WA.