

Vision Clinic Outreach

WHY WE CALL

For 125 years, Christian Record has walked alongside people losing their sight. We don't pitch products — we offer clinics a way to send patients home with hope, not just a diagnosis. Lead with mission. The kit follows naturally.

THE 5 TALKING POINTS

POINT 1

WHO WE ARE

Lead with the mission, not the kit

Goal: Establish trust in 15 seconds. Mission first; products second.

“Christian Record Services is a 125-year-old nonprofit. We provide free large-print, audio, and braille resources to anyone who is blind or has low vision — no cost, no catch, donor-funded.

- ▶ Anchor on **free, nonprofit, and low-vision**, (ie. Glaucoma, Macular Degeneration, Diabetic Retinopathy, etc).
- ▶ If they ask “what denomination?” — say faith-based, non-denominational resources.

POINT 2

THE CRISIS

Name the Quiet Crisis in their words

Goal: Make them feel seen.

“When a patient hears their vision can't be restored, the hardest part isn't the diagnosis — it's the silence afterward. They withdraw from reading, from church, from the things that gave life meaning. Clinics see it. Most have nothing to hand them. What's the toughest part about delivering this bad news?”

- ▶ Use their **own phrasing**, repeat it back. *“That's what we are calling the Quiet Crisis.”*
- ▶ Don't out-expert them — they live this every day.

POINT 3

THE SOLUTION

Position the kit as the lifeline

Goal: Frame the kit as a path forward.

“The kit equips you with several points of contact, including large-print magazine and children's book for your lobby, quick-engagement items for your exam rooms, and a plan you can share with real next steps. You are able to deliver hope after sharing the bad news and provide your patient with a path forward.

- ▶ Always end on: **“The whole kit is free for the clinic and for the patient.”**

**POINT
4**

**THE
VALUE**

Make the value impossible to refuse

Goal: Remove every reason to say no — cost, effort, risk, commitment.

“ There’s no contract, no minimum order, no follow-up sales call. We ship it, you place it.

- ▶ Frame it as **zero-risk**.

**POINT
5**

**THE
INVITATION**

Invite them into the work, not just the kit

Goal: End on partnership. Leave the relationship open.

“ You’re often the last professional these patients see before they go home and try to figure out what’s next. We’d love to walk that road with you — and we’d be honored to support your team and your patients today.

- ▶ Even a “no” call ends warmly — they may circle back in 6 months.

Numbers That Land

**125
YEARS**

Christian Record has served the blind and low vision community since 1899 — older than most clinics’ founding institutions.

**8M
AMERICANS**

Live with significant vision loss in the U.S. — and most leave the eye clinic with no take-home resources at all.

**\$0
TO CLINIC**

Free kit and free shipping because of donor-funding.

**4
PIECES**

Light Magazine, Triangle PopUp, “Light the Way” booklet, RX Continuing Care Plan.

**+3
ADD ONS**

Full-Vision® children’s book, a Spanish flyer, and more Triangle PopUps for each exam and waiting room.

WHY PARTNER WITH US?

- 1 We serve the whole person.**
Faith and Purpose
Knowledge and Resilience
Health and Vitality
Community and Belonging
- 2 Tangible resources.** Lobby, exam room, and direct outreach.
- 3 Bilingual ready.** An English/Spanish Triangle Pop-up ships in every kit.
- 4 Kids Materials.** Full-Vision® children’s books for waiting rooms serving young patients and families.
- 5 RX Continuing Care.** A physician-style take-home for next steps after diagnosis.

HAVE QUESTIONS?

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HOURS
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Closed Friday

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