NEW EYES
STRATEGIC GOALS
FY2022
INCREASE NUMBER OF E-VOUCHERS

Grow the e-voucher program and the number of agencies that use our program, with emphasis on states with Medicaid plans that do not cover eyeglasses.
INCREASE INDUSTRY PARTNERSHIPS

- Seek new optical partners and grow existing partners to enhance e-voucher program and develop e-commerce site.
- Convert corporate event sponsors to philanthropic donors.
CREATE ONLINE RETAILER

Establish social enterprise: niche online eyeglass retailer with Buy One Give Two/Three/Four ethos to fund NEN program.
ACTION STEPS

- Grow e-voucher program
- Increase industry partnerships
- Create e-commerce site
E-VOUCHER PROGRAM

- Research agencies in states with no Medicaid coverage for eyeglasses and create template to introduce e-voucher program

- Promote new VTO to existing agencies and encourage higher rate of use

- Contact potential individual agencies/organizations to offer e-voucher program (e.g. SEVA; Indian reservation health centers, Medicaid vendors in above states that do not currently offer eyeglasses to their Medicaid patients)
INDUSTRY PARTNERSHIPS

- Implement and integrate DITTO software to e-voucher ordering site; leverage relationship to build new partners in optical tech space (e.g. PD measurement software company)
- Review and accept offer from Visibly to offer acuity test to NEN clients
- Contact RFNE sponsors to develop on-going, non-event-driven support
- Seek, review, establish optical partners for e-commerce site
E-COMMERCE SITE

- Determine scope of product offerings (frames and lens options)
- Research/select lens/frame suppliers
- Determine NEN cost; determine product price points

- Obtain fee schedules for VTO/PD measurement tools/visibly acuity test(?)
- Website development
- Customer service: NEN or dispenser (FEA)
- Payment processors
- Return policies
- Shipping
- Branding (accessories/inserts)
- Marketing (social media)
- Launch process
WHAT WE DO......

AND HAVE ALWAYS DONE

New York City
Jan. 21, 1944

My Dear Mrs. Terry,

I am writing to extend my sincere thanks and appreciation for the glasses that were given to me for my two sons, Ralph and George. You can't realize the great meaning of the gift as I have a very great struggle to make ends meet as I am a woman alone as far as a husband is concerned and depending on my 17 year old son for a support. So I am thanking you again and again. May God ever bless and keep you again and again. I am gratefully yours,

(Mrs.) Harrell Willey
118 West 115 St
Apt 3 W