



Participation Guide



The day will be a way for all supporters of JFC and for potential new ones to celebrate the success of the industry's support for children in need and raise visibility and funds for the charity.



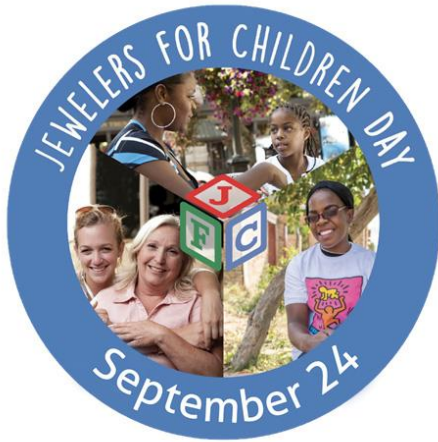
We are asking all of our current supporters to assist on JFC Day by helping us to educate people about the good the industry is doing and to help by running some type of fundraising activity.

For suppliers, we ask that you help by reaching out to your retail customers and telling them about JFC Day and asking them to participate. There are a number of ways that you can work with those retailers, as well as ways they can run their own efforts in their stores.



Sawyer wished to have a chicken coop to keep his chickens safe while he was in the hospital receiving cancer treatment.





Suppliers - What You Can Do On JFC Day

- Send a note and/or email to your retail customers telling them about JFC Day and what you're doing to participate and stress the importance of their involvement in this nationwide effort.
- Offer a promotion on a particular item, or items you sell to your retailers indicating that if they order you will make a donation to JFC.
- Offer to match contributions your retail customers make to JFC.
- Ask your retail customers to place the JFC canister in their stores. The canister is a great way to get consumers involved in donating. JFC will send a canister and stand to anyone who asks, free of charge. We also include tips on how to promote the canister in the store.
- Create a Facebook fundraiser. Visit <https://business.facebook.com/fundraisers>, to see how you can create a fundraiser and support JFC.
- Promote your involvement in JFC. Note your support on your website and provide a link to the JFC website. Periodically mention JFC in your social media posts and link to our social media:
 - Facebook - www.facebook.com/jewelersforchildren
 - Twitter - jfchope
 - Instagram – jfchope
- Consider running a contest for your employees on JFC Day. Ideas include a Jeans day, bake sales, field days, etc. All are a great way to help your employees understand your relationship with JFC and to build support from them, as well as raising money.



For retailers, we are asking you to reach out to your customers to educate them about JFC and invite them to participate in whatever activity you might have planned for September 24.





Retailers - What You Can Do On JFC Day

- Send a note and/or email to your customers telling them about JFC Day and what you're doing in your store and ask them to participate. Retail jewelers have the greatest advantage in educating consumers about JFC.
- Run some type of fundraising event in your business. Run a special event, donation with a purchase, round up, or sale of an item to raise funds.
- Place a canister in your store and educate your retail customers about the JFC canister. Ask them to make a donation in the canister. When you perform simple jobs for customers that you don't charge for, ask them to make a donation. JFC will send a canister and stand to anyone who asks, free of charge. We also include tips on how to promote the canister in the store.
- Create Facebook fundraiser. Visit <https://business.facebook.com/fundraisers>, to see how you can create a fundraiser and support JFC.
- Promote your involvement in JFC, and the amazing work that the industry is doing through their support of JFC. Highlight your support on your website and provide a link to the JFC website. Periodically mention JFC in your social media posts and link to our social media:
 - Facebook - www.facebook.com/jewelersforchildren
 - Twitter - jfchope
 - Instagram – jfchope
- Display the JFC counter card and window cling to show your support.



Social Media Posts Available

JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

PROUD 2022 SUPPORTER

WHEN WE WORK TOGETHER TODAY,
WE CREATE MAGIC TOMORROW.

JEWELERS FOR CHILDREN DAY
September 24

Some hands are always willing to help, nearly \$60 million donated since 1999 to help children in need. Today, we celebrate those children. [Join us!](#)

More than **1950 WISHES** funded in the U.S.

More than **55,000 KIDS** in foster care gained access to a dedicated, caring volunteer.

1000s OF KIDS received life-saving medical care.

JEWELERS FOR CHILDREN PROUDLY SUPPORTS:

St. Jude Children's Research Hospital
Make-A-Wish
CASA
Elizabeth Glaser Pediatric AIDS Foundation

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scan code to
Learn more

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JEWELERS FOR CHILDREN PROUDLY SUPPORTS:



HTML Email, JFC Day Logo, Social Media Videos



#jfcday, #jfchope, #jewelersforchildren, #helpingkids,
#jfccharities

Visit our website, www.jewelersforchildren.org, for all materials and information related to JFC Day 2022.

All items are available for download and customization. There is also an option to sign up for JFC Day which will allow us to promote a list of participants.

Thanks for you support of Jewelers for Children and JFC Day 2022