



**JEWELERS FOR CHILDREN**  
A GIFT OF LOVE FOR CHILDREN IN NEED

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**JFC**  
*Hero for Hope!*

## **CHECKLIST**

### **Before Kickoff**

- Designate Heroes for Hope company representative
- Designate timing
- Create call-to-action for sign-ups
- Customize program materials
- Set goals
- Design incentive program

### **Kickoff Program**

- Send employee appeal letter/email
- Host a kick-off event
- Confirm participation with employees

### **Ongoing**

- Send ongoing updates
- Distribute incentives
- Year-end acknowledgement letter