



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

JFC
Hero for Hope!

EMAIL TEMPLATE FOR HR MANAGERS TO COMMUNICATE AND ENGAGE EMPLOYEES

Subject: Be a Hero for a Child in Need

To: [employee]

From: [HR manager, employee supervisor, store owner, leadership, etc.]

Everyday children around the world are struggling with illness, abuse and neglect. In 1999 the jewelry industry rallied to help these children in need by forming the Jewelers for Children. Since its inception, JFC has donated more than \$40 million to programs benefiting children through its charity partners St. Jude Children's Research Hospital®, the Make-A-Wish Foundation® of America, the Elizabeth Glaser Pediatric AIDS Foundation, and the National CASA Association. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers. [Link to learn more about the JFC in this video]

[Company name] is proud to support the Jewelers for Children mission by [list any previous company-wide support]. We would like to give you the opportunity to join our team and our industry to become "Heroes for Hope," a payroll deduction program our company offers to benefit the JFC. It's easy to be a Hero for Hope; simply [add call-to-action]. And to show our gratitude for your support, we will [highlight incentive program]. And think about the personal satisfaction that will come from knowing that you are helping children in need.

Becoming a Hero for hope will help children like [child]. [Quick story about child that author may select].

[Specify call-to-action and highlight kick-off event details if applicable].

[signature]