



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

JFC
Hero for Hope!

HOW TO CREATE “HEROES FOR HOPE”

Instructions for Customizing and Managing your Heroes for Hope Program

Step 1: Designate a “Heroes for Hope” team leader

Generally a Human Resources or Payroll representative, determine who will facilitate the program on your company’s behalf. This person will serve as the company’s liaison to employees as well as the Jewelers for Children.

Step 2: Determine the Timing and Call to Action

Decide what timing works best for your organization to rollout the program and when employees will have the opportunity to enroll going forward (i.e., once per calendar or fiscal year, quarterly, or each pay period.)

Step 3: Customize the Program Materials

The Heroes for Hope program is implemented in companies both large and small, nationwide. But our customizable materials make it easy for the program to be uniquely yours! Downloadable PDF files are available and can be customized with your company logo, leadership testimonials and specific calls-to-action.

- Employee appeal email
- Break-room posters
- Brochures
- Employee incentives
- Payroll stuffers

Step 4: Set Goals

Determine a donation goal for your company’s overall program. It’s also helpful to segment goals by department level and the individual employee level. This can be helpful for offering suggested giving levels to employees. Jewelers for Children is proud to offer acknowledgement gifts such as store plaques to companies meeting specific giving thresholds. (see list of JFC incentive gifts)

HOW TO CREATE “HEROES FOR HOPE” CONTINUED

Step 5: Design Incentives and Contests

Utilizing existing and available resources to honor and incentivize your employees is a great way to create Heroes for Hope and help reach your company-wide giving goal. (see list of incentive ideas)

Step 6: Host a Kickoff Event

Generate excitement for your program by hosting a company-wide kickoff event. This is a great opportunity for your employees to learn about Jewelers for Children and how their donations can help children in need. This is also the ideal setting to review materials and collect sign-up cards.

Step 7: Confirm Participation

Confirm participation in the program with employees who have signed up by acknowledging their pledge and thanking them for their generosity. Acknowledgements should ideally come from company leadership.

Step 8: Provide Ongoing Updates

Keep your “Heroes for Hope” updated on the progress children are making because of their generosity. Monthly email updates are a great way to share stories of mission-affected children as well as honor employees who have earned incentives.

Step 9: Send Year-end Acknowledgements

At the end of each reporting period, send each participating employee acknowledgement of the total donation amount they’ve contributed.