



JEWELERS FOR CHILDREN

A GIFT OF LOVE FOR CHILDREN IN NEED

JFC
Heroes for Hope!

INSTRUCTIONS FOR PLANNING A KICK-OFF EVENT

How to Kickoff Your Program

A company-wide kick-off event is a great way to introduce your team to the Heroes for Hope program. It provides a forum to share the mission of the JFC with your team and detail how the program works. It's also a great opportunity to distribute and collect sign-up forms! Here are few easy suggestions to make your kick-off event a success.

Kick-off Event

1. Host a company-wide assembly
2. Provide refreshments, snacks or lunch
3. Bring the mission of the JFC to your assembly by showing the JFC video.
4. Invite a JFC speaker – in some cases a JFC representative and/or mission-affected family may be available to participate in your event. [email request form]
5. Invite a company leader to speak about the merits of the program
6. Give an overview of how the program works
7. Share the highlights of the incentive program – show materials and gifts
8. Provide sign-up materials

Kick-off table

If a full kick-off event isn't possible, consider hosting a small table in the break room or lobby of your building to provide JFC materials and Heroes for Hope sign-up forms.

Refreshment Party

Generate excitement for the program by offering a free pizza lunch, ice cream social, or coffee and doughnuts on a designated "Heroes for Hope" day at your company.

Localized Kick-offs

For companies with multiple office locations or outlets, consider creating a "Heroes for Hope" kick-off box for each location. Fill with JFC materials, videos, signup materials and even incentive gifts to get employees excited at each location.