

# WELCOME!

AND THANK YOU FOR SHOWING YOUR SUPPORT FOR THE  
DIAMONDS DO GOOD® INITIATIVE.

*This toolkit was developed to provide suggestions on how to tell the positive stories behind diamonds to your customers. This will help to correct misperceptions consumers have about the industry and show the many ways Diamonds Do Good.*



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# WHO WE ARE

The Diamond Empowerment Fund is non-profit organization founded by members of the diamond industry whose mission is to empower youth from diamond communities through access to higher education.

Our own ‘diamonds do good’ story inspired us to develop the Diamonds Do Good initiative with the goal of digitally showcasing the good works the diamond industry is doing worldwide through the Diamonds Do Good website and associated social media channels (Facebook, Twitter and Instagram).



# WHY COMMUNICATE THE “DIAMONDS DO GOOD” MESSAGES TO YOUR CUSTOMERS



- ✓ Consumers will learn something new and positive about the diamond industry
- ✓ 95% of Fan respondents had a favorable opinion of the diamond industry after reading positive facts.
- ✓ 75% of Fan respondents are more likely to purchase a diamond after reading positive facts.

- ✓ 100% of non-Fan’s (those who haven’t engaged with the DDG FB page yet) had a favorable opinion of the diamond industry after being exposed to positive facts.
- ✓ 75% of non-Fan respondents are more likely to purchase a diamond after reading positive facts.

THESE RESULTS WERE REINFORCED BY A DIAMONDS DO GOOD WEBITE  
STUDY

# WHERE TO ACCESS DIAMONDS DO GOOD STORIES

[VISIT DIAMONSDOGOOD.COM](https://www.diamondsdogood.com)

## Some Examples of the Stories You Will Find



Diamond Miner Dominion Diamonds Protects Grizzly Bears in the Northwest Territories of Canada as part of its commitment to Sustainable Mining.



Jewelers across the United States help children in need through their support of Jewelers for Children



Diamond Manufacturer Rosy Blue help at-risk youth in India to learn life skills.



Diamond Miner De Beers and its Forevermark Brand give grants to small businesses around its mining communities in Southern Africa.

# GETTING STARTED: PAGES 4-7

## MANAGER & SALES ASSOCIATE TRAINING GUIDE

Training and getting your team behind the message is the absolute most important part of rolling out anything new in a store or multiple stores. Without support and knowledge on the front line, there is no use putting up signage and blasting to the world that your company supports this mission. When a guest asks about the DDG Seal, the staff needs to know what it means.

**Step 1** - Show [this video](#) to your management teams, train them on it and gain their support.

**Step 2** - Hold store meetings to show the video to your teams, train them on the DDG message and gain their support.

**Step 3** - You are now ready to market and put out the DDG Seal and signage.

# DIAMONDS DO GOOD WINDOW AND DIGITAL SEAL

## WHY THIS WILL HELP YOUR BUSINESS

Letting consumers know that you support the Diamonds Do Good Initiative will allow them their own sense of doing good by choosing your brand and/or store.

### THE NEXT GENERATION OF CONSUMERS



*Millennials are the next generation of diamond consumers*



### THE SOCIALLY CONSCIOUS CONSUMER



*86% of people globally believe companies should place at least equal emphasis on their social interests as on their business interests*



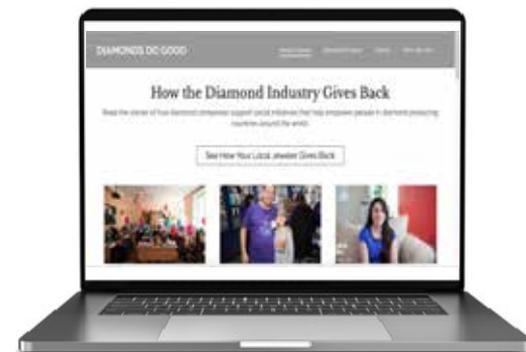
*75% of Facebook fans are more likely to purchase a diamond after reading positive facts*

If you would like a physical window seal sent to you please email

[m.sulla@diamondempowerment.org](mailto:m.sulla@diamondempowerment.org)



### THE DIGITAL AGE



*Social media has allowed for the instant spread of information across the globe.*



### IN-STORE REPRESENTATION



*Showcasing your good works in store paired with your staff's passion for the cause will allow consumers to understand your commitment to doing good in your industry.*

# HOW TO: ADD THE DDG SEAL TO YOUR WEBSITE

Have your website's administrator paste the code below into your website.

```
<a href="http://www.diamondsdogood.com" target="_blank"></a>
```



## WHY CHOOSE A LEO®

1. The Leo Diamond® is the first diamond certified to be visibly brighter.

Every Leo Diamond® has been certified by GemEx® Systems, an independent gemological laboratory, to be visibly brighter than other diamonds. The Leo Diamond®'s unique cut results in superior sparkle and brilliance, making it visibly brighter than other conventional diamonds of comparable carat weight, color and clarity.



# OPTIONAL IN-CASE ACRYLIC SEAL & CUSTOMER INFORMATION CARDS

D.E.F printer costs below.



## IN-CASE ACRYLIC SEAL

\$25 each



## POSTCARD



6 x 8.5 - color front + back  
16 pt. cover

Quantity	250	500	1,000	2,500	5,000
Price	\$250	\$375	\$500	\$875	\$1,250
Per Piece	\$1.00	\$0.75	\$0.50	\$0.35	\$0.25

If you would like to use D.E.F's printer, please call or email Maddy with your order. (shipping billed at cost). [m.sulla@diamondempowerment.org](mailto:m.sulla@diamondempowerment.org) / (212) 359-4219

# GAINING INTEREST AND SHOWING SUPPORT

## PAGES 8-11

When your own Diamonds Do Good story is shared via our website and social media channels, your consumers will become aware of your good works.

Share our posts on your website and social channels for even more exposure.

Fill out [THIS GOOGLE FORM](#), and we will work with you to curate your story to be put on our Diamonds Do Good Website.

The screenshot shows the top navigation bar of the 'DIAMONDS DO GOOD' website. The main heading is 'Neighborhood Jewelers Strengthening Community Ties'. Below this, there are three columns of content. The first column is for 'Maine' and features a group photo of people in yellow shirts, with the text 'Day's Jewelers - Making the World Smarter, Safer and Stronger' and a 'Read more >>' link. The second column is for 'Colorado' and features a photo of a woman in a blue shirt, with the text 'How Hyde Park Jewelers is Helping Girls Become Strong, Smart and Bold' and a 'Read more >>' link. The third column is a large empty box with the text 'Your Story Here' in the center, indicating where a user's story can be featured. The website also has a navigation menu with links for 'Social Impact', 'Diamond Origins', 'Trends', and 'Who We Are'.

# SUGGESTED SOCIAL MEDIA POSTS

To help you get started posting about your stories and the Diamonds Do Good initiative, we have created monthly social media calendars complete with post copy and images.

We encourage you to customize to your brand and incorporate your own stories and voice into each post.

VISIT [THIS](#) DROPTBOX LINK FOR MONTHLY CALENDAR CONTENT



# SAMPLE LOCAL PRESS RELEASE



For Immediate Release  
Xxxx xx, 2018

Press Contact Name  
Phone: (xxx) xxx-xxxx  
Email: xxx@xxxxx.com

## (YOUR STORE) NEWEST SUPPORTER OF DIAMONDS DO GOOD INITIATIVE

**City, State, Date:** – YOUR STORE, a leading jeweler in YOUR CITY, STATE, has just announced its support of the Diamonds Do Good Initiative.

YOUR STORE places high importance on embracing programs that have a strong social impact on communities, whether on the local or global level. The Diamonds Do Good Initiative highlights programs that positively impact communities where diamonds, the most precious of gems, originate and where the diamond and diamond jewelry industries do business. “We know our customers care that the companies they do business with are a force for positive change”, says YOUR STORE Owner, xxxxxx. “The diamond and jewelry industries, including miners, manufacturers, designers, and jewelers like YOUR STORE, champion programs that help the communities where we do business.”

Visit YOUR STORE’s website xxxxx.com, and click on the green Diamonds Do Good seal to see the many stories behind diamonds. Stop into YOUR STORE to ask about YOUR STORE’s own giving, and follow the Diamonds Do Good pages on Facebook and Pinterest, and @DiamondsDoGood on Twitter and Instagram.

###

# 10 DIAMONDS DO GOOD FACTS

1

Diamonds are over a billion years old, formed at the very creation of earth



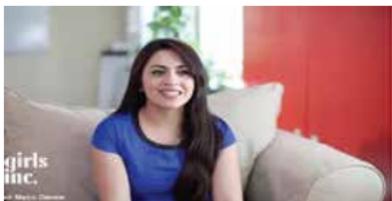
10

Retailers across America help Children in Need through their support of Jewelers for Children



9

Another retailer is working with Girls Inc. to inspire girls to become the leaders of tomorrow



8

A major retailer in China is helping increase maternal and children's health in remote villages



2

Revenues from diamonds help support the communities where they are found and where the global industry does business



7

Another miner is supporting small businesses through entrepreneurship in Southern Africa



3

Diamonds helped Botswana become one of Africa's fastest growing economies



4

One mining giant is promoting youth sports in a remote area of Siberia.



5

Another miner is protecting wildlife in Canada's Northwest Territories



6

A diamond manufacturer in India helps mentor at-risk young girls

