



A National First Responders **Recognition Program**

National Life Group's Do Good Heroes program honors police and fire-rescue members and departments for participating in community service activities beyond their public safety duty.

Nominating a first responder can help connect you to the hub of the local community and earn positive press and brand recognition for you, your agency, and National Life.

How It Works:



A National Life agent nominates a local police or fire-rescue member or department for the impact of their community outreach at DoGoodHeroes.net. National Life will post a profile of the nominee.



Each month, up to four nominees receive a \$500 check made out to the nonprofit of their choice; one additional nominee will receive \$1,000 to donate. National Life works with each winner's nominating agent and department to schedule a check presentation event.



In the spring of 2025, one police and one fire-rescue nominee from the pool of monthly winners will be named Grand Prize Winners. Each will receive an additional \$5,000 for their chosen nonprofit.



Learn more at DoGoodHeroes.net

Program Steps:

1 Identify a police or fire-rescue member or department to nominate for their community work.

- Don't have anyone in mind? Contact a fire-rescue or police department to make them aware of the Do Good Heroes program and your interest in nominating one of their employees for recognition.

2 Work with the appropriate representative to gather information for the nomination such as:

- Name and location (city and state).
- Contact information (website, email, phone number, and any social media handles).
- Examples of how the member or department serves the community beyond their public safety duty:
 - Do they hold donation drives to ensure community members have essential supplies (e.g., food, clothing, etc.)?
 - Are they mentoring members of the community?
 - Have they partnered with a local nonprofit organization such as a food bank or a YMCA chapter?
- Photos from the community service.

3 Submit the nomination at DoGoodHeroes.net.

- National Life will develop an online, public profile based on your nomination so the general public can learn more about your Do Good Heroes community work. When your nominee's profile is published, you'll receive a confirmation email with the URL to the profile that you, your department contact(s), and their community organizations can use to promote the nominee.
- National Life will prepare a press release for your nominee and share it with local media and your nominee's department.
- On the Do Good Heroes social media accounts, we'll highlight your nominee, any nonprofits they support, and your agency for nominating them.

Each month, we'll select up to four members or departments from the pool of nominees to receive a \$500 check made out to the nonprofit of their choice. One nominee will get a \$1,000 donation to a nonprofit. Nominations for a \$5,000 Grand Prize close on December 31st.

- If your nominee is chosen as a winner, National Life will email you a certificate (as a PDF file) for you to present to the nominee at a special event.
- National Life will work directly with you, the nominee, their department, and any supported nonprofits to coordinate the presentation.
- National Life will also prepare a media advisory and send it to the local media with the date/time/location of the awards presentation.



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