

2020 KOC Calendar of Benefits

U.S. only. Call 1-800-Hallmark for Canadian benefits or more details

NOVEMBER 2019	DECEMBER 2019	JANUARY	FEBRUARY	MARCH	APRIL	MAY
<ul style="list-style-type: none"> • Enrollment for 2020 KOC opens 11/5 and continues through 7/31 • Upon enrollment, receive access to purchase 2019 KOC exclusives while supplies last • Welcome packet ships upon enrollment, including a \$5 coupon • Keepsake Community prizes • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • Keepsake Community prizes • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • Enroll by 1/15 to get all benefits of membership, including \$30 in coupons • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • February <i>For Keeps</i> arrives in your mailbox, including a \$5 coupon • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • Enroll by 3/1 to get the Dream Book first • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • Membership gift: Dream Box begins shipping, including a \$5 coupon, KOC Dream Book, 2 ornaments and more gifts • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community
JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> • June <i>For Keeps</i> arrives in your mailbox, including a \$5 coupon • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • VIP shopping event: Shop Ornament Premiere a day early at participating stores • 2 KOC-exclusive ornaments release at Ornament Premiere • Unlock KOC-exclusive Bonus Points at Ornament Premiere • Enrollment for 2020 KOC closes 7/31 • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • August <i>For Keeps</i> arrives in your mailbox, including a \$5 coupon • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • VIP shopping event: Shop Ornament Debut a day early at participating stores • 2 KOC-exclusive ornaments release at Ornament Debut • Unlock KOC-exclusive Bonus Points at Ornament Debut • Exclusive fan convention ornaments available • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • November <i>For Keeps</i> arrives in your mailbox, including a \$5 coupon • Enrollment for 2021 KOC opens and benefits for 2021 club begin • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community 	<ul style="list-style-type: none"> • Free ornament with Keepsake purchase of \$9.99 or more, our gift to you! • Keepsake Community prizes • <i>For Keeps</i> eNewsletter • Connect with artists and fellow fans on Keepsake Community • 2020 membership benefits end 12/31