Jacob Wetterling believed in a fair and just world, a world where all children know they are special and deserve to be safe.

To remember and honor Jacob’s hope for our world, be part of #11forJacob. This movement centers around 11 simple traits:

1. Be Fair
2. Be Kind
3. Be Understanding
4. Be Honest
5. Be Thankful
6. Be a Good Sport
7. Be a Good Friend
8. Be Joyful
9. Be Generous
10. Be Gentle with Others
11. Be Positive