



Alumni Engagement Toolkit

2017



Table of Contents

ALUMNI ENGAGEMENT TOOLKIT 2017	1
Introduction	1
Why Should my JA Area Engage Alumni?	1
Research Shows Impact of JA on Alumni	2
What is an Alumni Toolkit?	2
Contact information at JA USA for JA Alumni Engagement.	3
Engaging JA Alumni through Student Events	5
Volunteer Solicitation E-newsletter Template	6
Email Template to Draw Out JA Alumni Stories	7
Well-Known JA Alumni	8
JA Alumni Engagement Radio PSA Reader Scripts and Produced Spots	10
JA Alumni Engagement Social Media Posts	12
Video Public Service Announcements and Banner Ads	21
Acknowledgments	21

Introduction

For nearly 100 years, Junior Achievement (JA) has been the premier organization to provide students in kindergarten through high school with knowledge and skills in financial literacy, work readiness and entrepreneurship that lead to a successful future. **Today, more than 100 million students have been positively impacted by JA.**

These JA Alumni—who are located all over the world—represent a qualified volunteer force that already believes in Junior Achievement’s mission of inspiring and preparing young people to succeed in a global economy. JA Alumni know Junior Achievement programs empower students to make the connection between what they learn in school and how it can be applied in the real world. Today’s young people can now reap the benefits of Junior Achievement Alumni’s experience by tapping into their expertise and passion, fueled by their personal success.

The alumni you engage with today may not be aware of the expansion of our programs over the last 30 years. For many JA Alumni, the only program they are familiar with is the *JA Company Program*[®]. Many JA Alumni don’t realize that we now have more than 20 programs, for every grade level from kindergarten through high school including *JA Company Program*, and the JA National Student Leadership Summit at which our most successful teen entrepreneurs compete for top honors.

January is JA Alumni Month! To help your JA Area connect with local alumni, Junior Achievement USA[®] has assembled tools for use in your JA Area to systematically find, contact, and engage with them. This resource is a scalable, customizable “toolkit,” designed to enhance your JA Area’s effectiveness and reach as well as better connect with JA Alumni.

Why Should my JA Area Engage Alumni?

There are many different roles that JA Alumni can serve in your organization. Alumni can support JA as local board members, as classroom volunteers, or as financial contributors. But they can’t be involved if you don’t contact them and engage them.

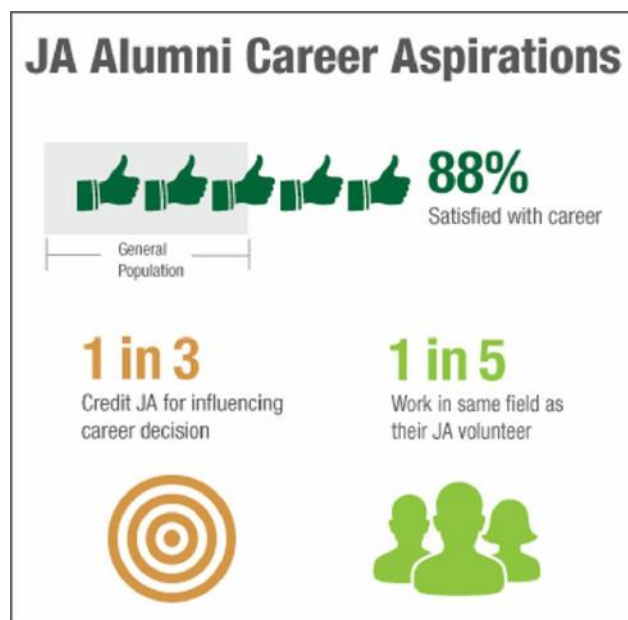
Within your group of JA Alumni, you have potential volunteers who already know JA—from the inside. They likely recall the lessons, activities and challenges that helped to create the success that they now enjoy.

Your alumni know through first-hand experience that JA programs develop skills in students that will be recognized and valuable in a global workforce. Alumni can become powerful, passionate community JA supporters. After all, who better to speak about the importance of Junior Achievement than those who have put lessons to work for actual results?

Research Shows Impact of JA on Alumni

What better way to engage today's young people in Junior Achievement than tapping into JA Alumni's expertise and passion, fueled by their personal success that originated with their JA experience. In the spring of 2016, Junior Achievement USA (JA) conducted a survey of more than 700 JA alumni to gain a better understanding of the impact of JA programs. The participating alumni were drawn from a representational sample of the U.S. population. Some of the findings:

- Educational Attainment: Not only are JA Alumni more inclined to finish high school than the general population, they are also 30 percent more likely to have a four-year degree and 67 percent more likely to have an advanced degree.
- Income: JA Alumni have a median household income that is 20 percent higher than the U.S. median household income.
- Entrepreneurial Activity: JA Alumni are 143 percent more likely to have started a business compared to the general public.
- Career Success: In all, 88 percent of JA Alumni say they are satisfied with their careers, compared to about 49 percent of the general public. They are also more inclined to work in management positions than the general population.



For the complete report, click [here](#).

What is an Alumni Toolkit?

The alumni toolkit is a set of useful tools to help you organize a strategic effort to contact JA Alumni in your community and to encourage their involvement with your JA Area. Junior Achievement USA has created a comprehensive and evolving set of tools because we know not every tool will be useful for you all the time. Using the JA Alumni toolkit will allow you to create an outreach program specifically tailored to your particular JA Area's needs. You can start small and ramp up your outreach efforts as you are able to. The toolkit will be useful as your alumni engagement program changes and expands.

If you would like to share the link to this toolkit with your colleagues, it is [here](#). Among the toolkit's contents are:

- A JA Alumni intake tool for gathering important information from your alumni
- Two localizable print advertisements targeting JA Alumni

- Templates for invite letters for re-engagement through networking events and other opportunities
- E-newsletters to engage alumni, solicit donations, and invite them to volunteer with your JA Area
- Ideas for leveraging board members for alumni engagement
- PSA –reader radio scripts for :15, :30 and :60 second spots
- Ideas for attracting JA Alumni through networking events
- Sample social media posts to engage JA Alumni
- Ideas for engaging JA Alumni through various competitions
- Constant Contact templates for e-newsletters
- Video PSA campaign

In addition to the online toolkit, a revamped [alumni section](#) of www.ja.org, provides additional resources for JA Alumni who visit Junior Achievement USA's website.

We look forward to your feedback on the toolkit's contents and hope you will find the information useful in this important outreach effort.

Contact information at JA USA for JA Alumni Engagement.

For more information about the JA Alumni engagement toolkit, contact:

Ed Grocholski

SVP - Brand

Junior Achievement USA

One Education Way

Colorado Springs, CO 80906

ed.grocholski@ja.org

Office: 719-540-6165



Alumni Intake Form

Date: _____

We're excited to make contact with you! We can't wait to learn how you're doing.

First, remind us about you and your connection to Junior Achievement.

Name: _____

Address: _____

City/State/Zip Code: _____

Phone Number: _____

Email Address: _____

Where was your first Junior Achievement experience? _____
_____ (School name/location)

What JA program(s) do you recall participating in? _____

Next, tell us what you've been up to! How did Junior Achievement help you with your personal and professional goals?

Share your personal success story here.

May we tell others about your success through Junior Achievement?

Yes No

Finally, tell us how you would like to stay connected with Junior Achievement.

Consider the following statements and select each that applies:

1. Keep me connected with Junior Achievement through occasional emails. _____
2. I would love to hear about upcoming events and networking activities. _____
3. I'd consider sharing my experiences with today's students as a volunteer. _____
4. Tell me how to donate to Junior Achievement. _____

Engaging JA Alumni through Student Events

JA Alumni have experienced first-hand the life-changing impact of JA programs. Tapping into that experience, JA Areas can consider inviting JA alumni to participate as judges for local JA Company of the Year competitions, JA Titan Challenge, or any other JA-hosted, local competitions.

Engaging JA Alumni through JA competitions introduces them to JA programs with which they may not be familiar or helps deepen their understanding and knowledge of programs with which they may have had familiarity in the past.

Bringing alumni back to Junior Achievement in fun, appealing ways can create a powerful connection for those JA Alumni. This is because once JA Alumni are reminded of familiar activities, they may be more willing to support your JA Area as volunteers or donors.

Watch this short [video](#) to learn more about Junior Achievement's National Student Leadership Summit. This annual, national competition held in Washington, D.C., is the pinnacle experience for *JA Company Program* students.

At JA's National Student Leadership Summit, JA teen entrepreneurs get real-world business experience in a competitive environment that mimics the market-driven U.S. economy. Their student-run companies participate in an Entrepreneurship Expo, pitch their companies to a panel of business professionals, create a self-produced commercial, and produce an annual report to demonstrate financial performance.

JA Alumni engagement at the local JA Company of the Year events provides important role models for aspiring teen entrepreneurs. Consider inviting your JA Area's Alumni to engage with your local student events!

Volunteer Solicitation E-newsletter Template

Dear Junior Achievement Alumnus/Alumna,

Do you remember the impact of your Junior Achievement experience? Would you like to share the benefits of JA with young people in your community?

Junior Achievement has embarked on an exciting journey to develop and deploy programs using a blended learning model allowing delivery via an online environment and in person.

Young people today need role models like you to share their experience, skill, time and resources to help students understand the connections between school and success in work and life.

Locally, **[Insert JA Area office name]** implements **[Insert number of programs]** programs for **[Insert number of students reached]** each year. But there is more that can be done. **Junior Achievement's programs are needed now more than ever before.**

Please consider reconnecting with Junior Achievement. JA makes volunteering fulfilling, with flexible scheduling options. Our curriculum provides everything you need to make participation in JA valuable and engaging for students.

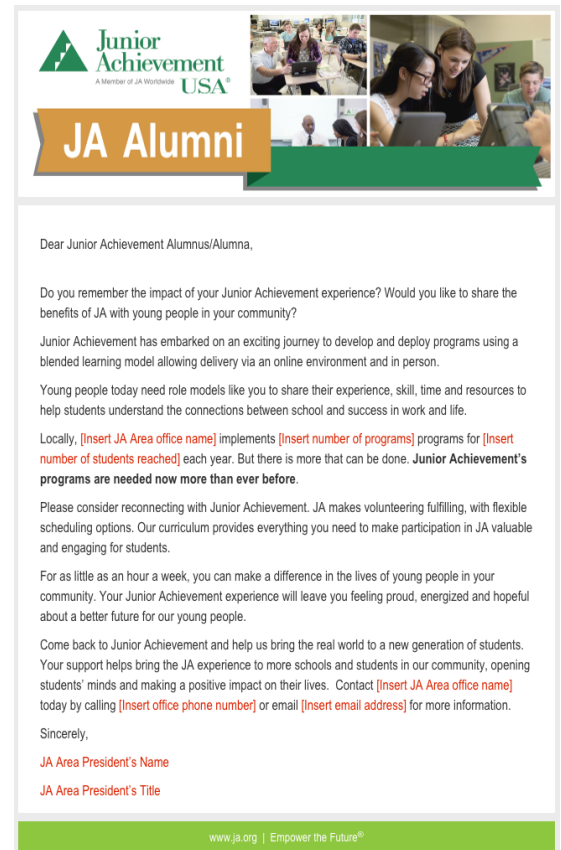
For as little as an hour a week, you can make a difference in the lives of young people in your community. Your Junior Achievement experience will leave you feeling proud, energized and hopeful about a better future for our young people.

Come back to Junior Achievement and help us bring the real world to a new generation of students. Your support helps bring the JA experience to more schools and students in our community, opening students' minds and making a positive impact on their lives. Contact **[Insert JA Area office name]** today by calling **[Insert office phone number]** or email **[Insert email address]** for more information.

Sincerely,

JA Area President's Name

JA Area President's Title



We know that some of the most powerful tools we have in our arsenal are those “magic moment” stories that demonstrate the impact of the JA mission. This email template can help you draw out those powerful JA stories.

Email Template to Draw Out JA Alumni Stories

As a Junior Achievement (JA) Alumnus, you are in a unique position to empower students here in **[your city or town]** just by sharing your story! Perhaps you can recall the power of the JA volunteer’s story that first inspired you to pursue your dreams.

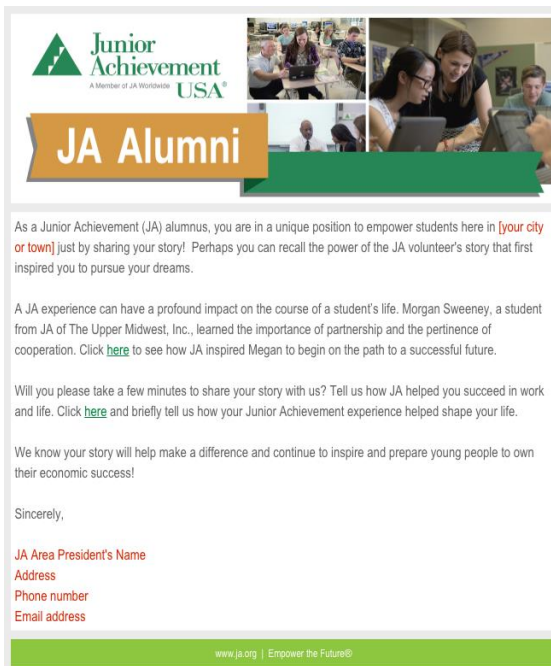
A JA experience can have a profound impact on the course of a student’s life. Morgan Sweeney, a student from JA of The Upper Midwest, Inc., learned the importance of partnership and the pertinence of cooperation. Click [here](#) to see how JA inspired Megan to begin on the path to a successful future.

Will you please take a few minutes to share your story with us? Tell us how JA helped you succeed in work and life. Click [here](#) and briefly tell us how your Junior Achievement experience helped shape your life.

We know your story will help make a difference and continue to inspire and prepare young people to own their economic success!

Sincerely,

JA Area President's Name
Address
Phone number
Email address



For JA Areas using Constant Contact, both of the above email templates are available in your “Drafts” tab, designed with a header and formatted to be mobile responsive on a variety of devices.

Well-Known JA Alumni

This list of well-known JA Alumni illustrates the level of accomplishment that former JA students can achieve.

Name	Famous For...
Ainar D. Aijala Jr.	Chief Global Corporate Development Officer, Deloitte Touche Tohmatsu Limited
Patricia Brooks-Nobles	Senior Vice President and Market Executive, Bank of America
James Brown	Sports announcer; host of <i>The NFL Today</i> on CBS and <i>Inside the NFL</i> on Showtime
Anna Camp	Stage and television actress
Cris Carter	NFL Pro Football Hall of Famer; former wide receiver for the Minnesota Vikings; NFL TV analyst
Steve Case	Co-founder and former chief executive officer and chairman, America Online (AOL)
Juju Chang	Emmy Award-winning television journalist for <i>ABC News</i> ; special correspondent and fill-in anchor for <i>Nightline</i>
Mark Cuban	Owner of Dallas Mavericks, Landmark Theatres, and Magnolia Pictures; chairman of the HDTV cable network, HDNet; star of the reality TV show "Shark Tank"
Frederick A. Deluca	Founder and chief executive officer, Subway
Richard DeVos	Co-founder, Amway Corporation; owner, Orlando Magic and Orlando Miracle
Dr. Sanjay Gupta	Health and wellness expert, CNN

Jeff Hansberry	President, Evolution Fresh
Mike Honda	Member of the U.S. House of Representatives from California
Kim Kaupe	Co-founder of Zinepak
Alan Kessock	Chief financial officer, PGA Tour Stores
Alan Kreczko	Executive vice president and general counsel of The Hartford (Retired)
Bruce Littlefield	New York-based designer; writer; restaurateur
Marshall Loeb	Columnist for CBS MarketWatch.com and Quicken.com
Monte Lutz	Senior Vice President of Consumer Engagement, Digital Marketing and PR at Activision
Connie Morella	Former Permanent Representative to the Organization for Economic Cooperation and Development; American University faculty—Ambassador in Residence; former U.S. Representative from Maryland
Bill Rancic	Winner of the first season of The Apprentice and producer and star of the A&E series, “We Mean Business,” Style Network’s reality series, “Giuliana and Bill,” and is the executive producer of the Discovery Channel’s “Repo Man.”
Dan Rather	American journalist; former news anchor for the <i>CBS Evening News</i> ; managing editor and anchor of Dan Rather Reports on HDNet
David Rubenstein	Co-founder of The Carlyle Group, a private equity firm; member of the Council on Foreign Relations
Slava Rubin	CEO of the crowd-funding platform, Indiegogo

Rick Santorum	American author; attorney; Republican Party politician; former U.S. Senator from Pennsylvania; candidate for the 2016 Republican Party presidential nomination
Amy Sedaris	Actress, author, comedian
Donna Shalala	President of the University of Miami; former U.S. Secretary of Health and Human Services during President Bill Clinton's administration
Gene Simmons	Musician, co-lead vocalist of Kiss

JA Alumni Engagement Radio PSA Reader Scripts and Produced Spots

PSAs (Public Service Announcements) are noncommercial advertisements for public awareness and volunteer recruitment. These scripts provided below are meant to be read on your local radio stations. PSAs may be accepted for broadcast at no cost during time allotted for such messages or unsold space.

The following scripts are designed to be read by local radio station personalities. Fill in the relevant information and provide the scripts to local stations for 15-second, 30-second, and 60-second versions.

Download pre-produced radio PSAs [here](#).

Download pre-produced video PSAs [here](#).

15-second radio PSA—recruitment

As a former Junior Achievement student, sharing your experiences with today's students can help them connect what they learn in school to success in work and life. Connect with your local Junior Achievement office at [<local JA Area's web address here>](#) or call [<local phone number>](#). Empower the future®.

30-second radio PSA—recruitment

Young people need experienced role models to show them how to succeed in today's economy. As Junior Achievement Alumni, you know the importance of sharing your experiences with today's students. Visit [<local JA Area website>](#) today to find out how you can make a difference. JA will provide you with all the training you need. This message brought to you by [<JA Area>](#). Empower the future®.

30-second radio PSA—donation

Junior Achievement Alumni say the hands-on learning that took place through their JA experiences provided a solid, long-lasting foundation in leadership, economics and entrepreneurship. Your donation to Junior Achievement will allow us to provide these same learning opportunities for today's students. Giving is easy. You can donate online at <local web address> or call <local phone number>. Junior Achievement. Empower the future®.

60-second radio PSA—recruitment

JA Alumni say their experience running a Junior Achievement company still has relevance in their careers today. Young people need experienced adults like you to show them how to succeed in today's economy. We're calling on Junior Achievement Alumni to come to their rescue.

Come back to Junior Achievement and help us bring the real world to a new generation of students. Sharing your personal and professional experiences can help students connect what they learn in school to success in work and life.

Volunteering for JA is easy. We work around your schedule and provide you the materials you need. For as little as an hour a week, you can help the next generation succeed, just like Junior Achievement helped you.

At Junior Achievement, we empower young people to own their economic success. Visit <local JA Area website> to learn more. This message brought to you by <JA Area>. Empower the future®.

60-second radio PSA—donation

Junior Achievement Alumni say that their JA experience gave them the foundation they needed to launch their careers and the guidance and direction to continue.

As a former JA student, you know first-hand that young people need financial education now, more than ever. They need to feel they are in control of their financial futures. And they need the type of information Junior Achievement provides free of charge to more than 4.8 million students in the United States each year.

Your financial support will allow us to provide learning opportunities for more students. Your donation, no matter how small, can brighten the outlook for today's youth—one classroom at a time. Giving is easy. You can donate online at <local web address> or call <local phone number> to make your donation today.

Junior Achievement. Empower the future®.

JA Alumni Engagement Social Media Posts

Another fun way to engage JA Alumni is through social media. Social media opens your JA Area to a whole new group of JA Alumni you can bring back to the organization. By using your JA Area's Facebook page, Twitter feed, Instagram, and LinkedIn account, you have access to a wide audience of JA Alumni.

Included here are social media posts for three different ways of engaging JA Alumni in your area: through volunteering, through general engagement (letting them know what is new at Junior Achievement) and by soliciting a donation.

Please be sure to use the hashtag **#JAAlumni**, so we can track all of your efforts around this initiative. If you have any questions or concerns, please contact [Ed Grocholski](#) at (719) 540-6165.

Guidelines for using these posts:

- Leverage your social media channels, such as Facebook, Twitter, Instagram and LinkedIn to engage JA Alumni with your JA Area.
- Cut and paste the posts below into your social media pages.
- Wherever there is red font, please insert your JA Area's local contact information.
- To stay within Twitter's 140-character limit, use www.bitly.com to shorten the link to your website.

Copy

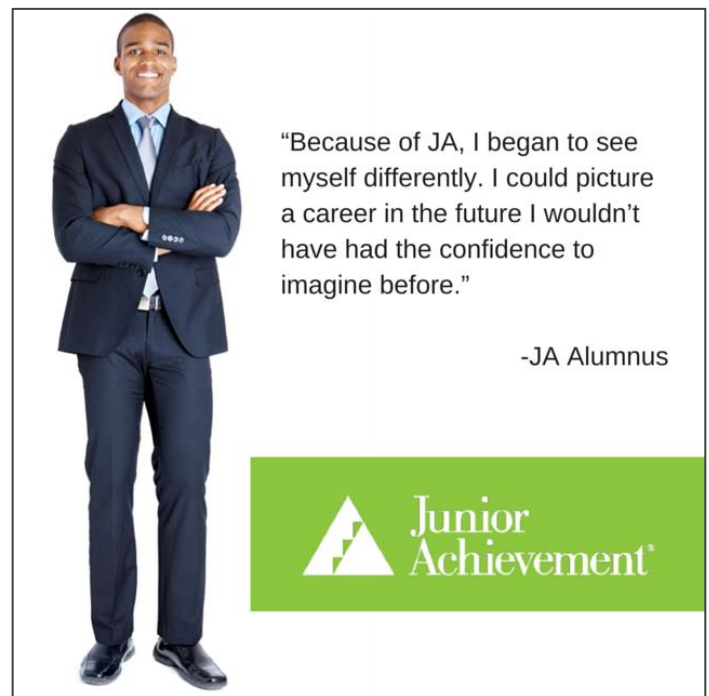
Facebook: #JAAlumni know first-hand the impact JA programs can have on #future #generations. Sign up to #volunteer with JA today & bring your professional experiences to a #classroom in your community. #JAVolunteer <http://bit.ly/1msOJ9J>.

Twitter: #JAAlumni know first-hand the impact programs can have on #future generations. Volunteer 2day: <http://bit.ly/1msOJ9J>.

LinkedIn: As a JA Alum, you know first-hand the impact JA programs can have on future generations. Sign up to volunteer with JA today & bring your professional experiences to a classroom in your community. <http://bit.ly/1msOJ9J>.

Instagram: #JAAlumni know first-hand the impact programs can have on #future generations. Volunteer today!

Image



Facebook: #JAAlumni can become #JAVolunteers & help bring the JA #experience to more #schools in our #community. <insert local JA Area contact information>

Twitter: #JAAlumni can become JA #volunteers & help bring the JA experience to more #schools! <insert local JA Area contact information>

LinkedIn: As a JA Alum, you can become a JA volunteer and help bring the JA experience to more schools in our community. <insert local JA Area contact information>

Instagram: #JAAlumni can become JA #volunteers & help bring the JA experience to more #schools! <insert local JA Area contact information>



Facebook: Survey of 700 #JAAlumni by #JAUSA shows 93% graduated high school or have a GED, compared to 88% of the general U.S. population. #EmpowerTheFuture generations with your success stories today! <insert local JA Area contact information>

Twitter: Survey of 700 #JAAlumni by #JAUSA shows 93% graduated high school or have GED, compared to 88% of general U.S. population. #EmpowerTheFuture

LinkedIn: : Survey of 700 JA Alumni by Junior Achievement USA shows 93 percent graduated high school or have a GED, compared to 88 percent of the general U.S. population. Empower future generations with your success stories today! <insert local JA Area contact information>

Instagram: Survey of 700 #JAAlumni by #JAUSA shows 93% graduated high school or have a GED, compared to 88% of the general U.S. population. #EmpowerTheFuture generations with your success stories today! <insert local JA Area contact information>

JA Alumni Educational Attainment

93%

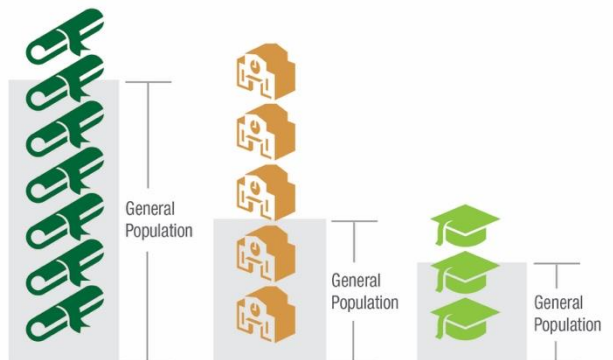
Have a High School Diploma or GED

67%

More likely to have an Advanced Degree

30%

More likely to have a Bachelor's Degree



*Compared to general population, US Census 2016

Facebook: #JAAlumni make some of our best #volunteers. With just a few hours a month, you deliver relevant, hands-on experiences that give #students knowledge & skills in #financialliteracy, #workreadiness & #entrepreneurship. <http://bit.ly/1msOJ9J>

Twitter: #JAAlumni make some of our best #volunteers. Find out how u can get involved: <http://bit.ly/1msOJ9J>

LinkedIn: JA Alumni make some of our best volunteers. With just a few hours a month, you deliver relevant, hands-on experiences that give students knowledge & skills in financial literacy, work readiness & entrepreneurship. <http://bit.ly/1msOJ9J>

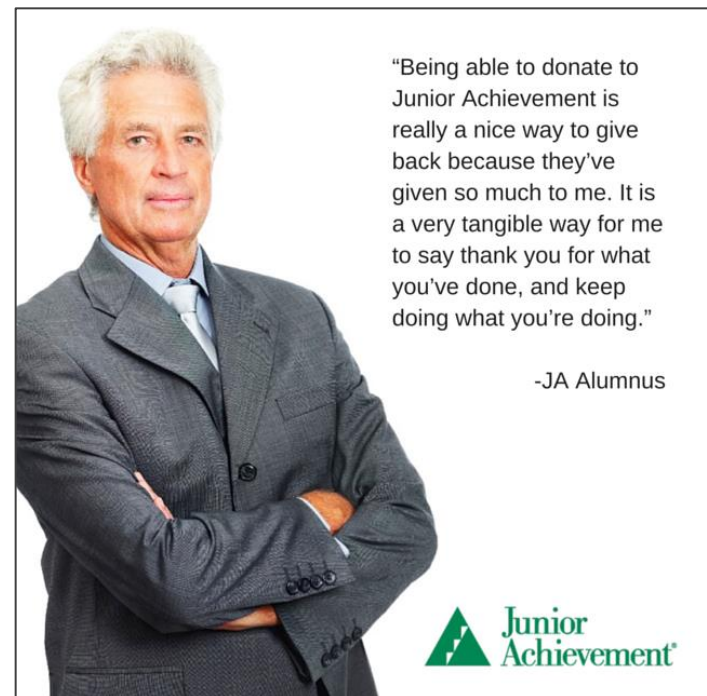
Instagram: #JAAlumni make some of our best #volunteers. Find out how u can get involved: <http://bit.ly/1msOJ9J>

Facebook: As a former JA student, you know first-hand that young people need financial education now, more than ever. Make a donation today—no matter how big or small, everything helps! #JAAlumni <http://bit.ly/1sY2qKJ>

Twitter: #JAAlumni know 1st hand young people need financial education now more than ever. Pls #donate: <http://bit.ly/1sY2qKJ>

LinkedIn: As a former JA student, you know first-hand that young people need financial education now, more than ever. Make a donation today—no matter how big or small, everything helps! <http://bit.ly/1sY2qKJ>

Instagram: #JAAlumni know 1st hand young people need financial education now more than ever. Please donate!



Facebook: Survey of 700 #JAAlumni by #JAUSA reveals #JAAlum are two and a half times (143%) more likely to be involved in starting a business. Share how JA inspired you to become an #Entrepreneur.

Twitter: Survey of 700 #JAAlumni by #JAUSA reveals #JAAlum are 143% more likely to be involved in starting a business.

LinkedIn: Survey of 700 JA Alumni by Junior Achievement USA reveals JA Alum are two and a half times (143%) more likely to be involved in starting a business. Share how JA inspired you to become an entrepreneur.

Instagram: Survey of 700 #JAAlumni by #JAUSA reveals #JAAlum are two and a half times (143%) more likely to be involved in starting a business. Share how JA inspired you to become an #Entrepreneur.

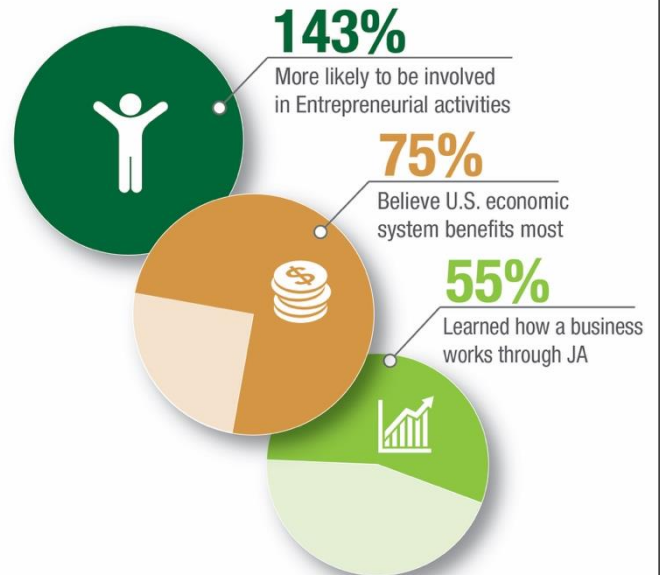
Facebook: Survey of 700 #JAAlumni by #JAUSA reveals 1 in 5 work in the same career field as the JA volunteer who taught them! Consider making the same impact by sharing your experience with today's youth as a #volunteer. #JAAlumni <http://bit.ly/1msQzal>

Twitter: Recall a story a #JAVolunteer told that inspired u to dream big? We want 2 hear it! #JAAlumni <http://bit.ly/1msQzal>

LinkedIn: Survey of 700 JA Alumni by Junior Achievement USA reveals 1 in 5 work in the same career field as the JA volunteer who taught them! Consider making the same impact by sharing your experience with today's youth as a volunteer. <http://bit.ly/1msQzal>

Instagram: Survey of 700 #JAAlumni by #JAUSA reveals 1 in 5 work in the same career field as the JA volunteer who taught them! Consider making the same impact by sharing your experience with today's youth as a #volunteer. #JAAlumni

JA Alumni Business Ownership



JA Alumni Career Aspirations



Facebook: Your financial support will allow us to provide learning opportunities for more students. Your donation, no matter how small, can brighten the outlook for today's youth—one classroom at a time. #JAAlumni <http://bit.ly/1sY2qKJ>

Twitter: #JAAlumni: Your financial #support will provide more learning opportunities for #students. <http://bit.ly/1sY2qKJ>

LinkedIn: Your financial support will allow us to provide learning opportunities for more students. Your donation, no matter how small, can brighten the outlook for today's youth—one classroom at a time. <http://bit.ly/1sY2qKJ>

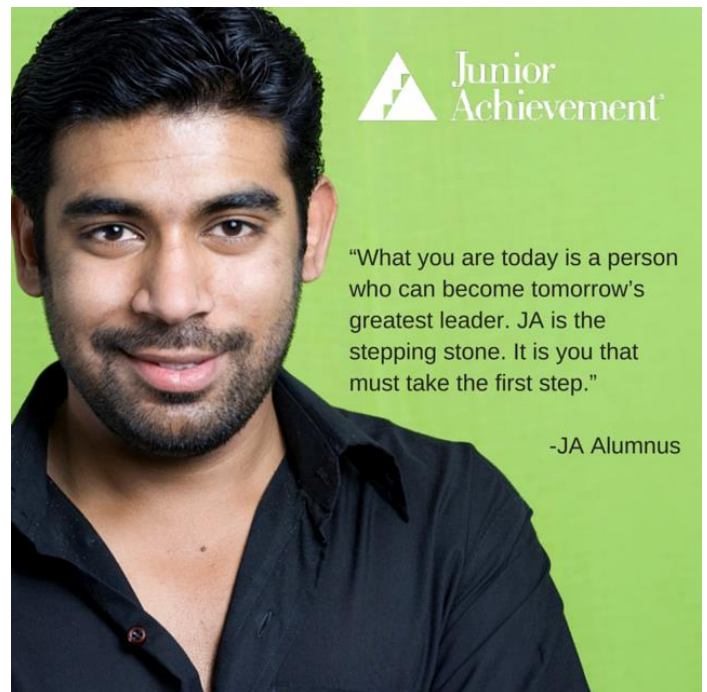
Instagram: #JAAlumni: Your financial #support will provide more learning opportunities for #students.

Facebook: #JAAlumni: Are you a small business #owner or #entrepreneur? What advice would you give today's young people about starting their own #businesses?

Twitter: #JAAlumni: What advice would you give today's young people about starting their own #businesses?

LinkedIn: JA Alumni: Are you a small business owner or entrepreneur? What advice would you give today's young people about starting their own businesses?

Instagram: #JAAlumni: What advice would you give today's young people about starting their own #businesses?



Facebook: Survey of 700 #JAALumni by #JAUSA shows #JAALumni make almost 20% more than the general population! Help #EmpowerTheFuture generations by #Volunteering for JA today! <http://bit.ly/1msQzal>

Twitter: Survey of 700 #JAALumni by #JAUSA shows #JAALumni make almost 20% more than the general population! #EmpowerTheFuture

LinkedIn: Survey of 700 JAALumni by Junior Achievement USA shows JA Alumni make almost 20% more than the general population! Help empower the future generations by volunteering for JA today! <http://bit.ly/1msQzal>

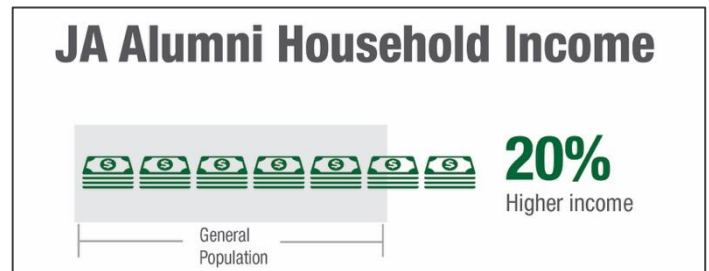
Instagram: Survey of 700 #JAALumni by #JAUSA shows #JAALumni make almost 20% more than the general population! Help #EmpowerTheFuture generations by #Volunteering for JA today!

Facebook: #JAALumni: What did your JA experience teach you? We want to know! #WelcomeBack <http://bit.ly/1msQzal>

Twitter: #JAALumni: What did your JA experience teach you? We want to know! #WelcomeBack <http://bit.ly/1msQzal>

LinkedIn: JA Alumni: What did your JA experience teach you? We want to know! <http://bit.ly/1msQzal>

Instagram: #JAALumni: What did your JA experience teach you? We want to know! #WelcomeBack



Facebook: Survey of 700 #JAAlumni by #JAUSA reveals 1 in 3 credit JA with influencing their career choice!
#JAAlumni: How did JA impact your career choice?

Twitter: Survey of 700 #JAAlumni by #JAUSA reveals 1 in 3 credit JA with influencing their career choice! #JAAlumni: How did JA impact your career choice?

LinkedIn: Survey of 700 JA Alumni by Junior Achievement USA reveals 1 in 3 credit JA with influencing their career choice! JAAlumni: How did JA impact your career choice?

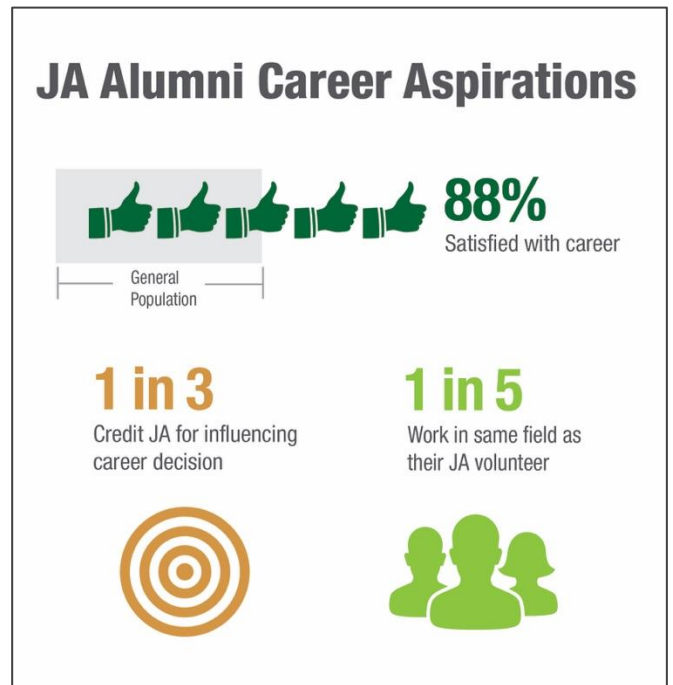
Instagram: Survey of 700 #JAAlumni by #JAUSA reveals 1 in 3 credit JA with influencing their career choice!
#JAAlumni: How did JA impact your career choice?

Facebook: Come back to Junior Achievement & help us bring the real world to a new generation of #students. As a JA Alum, you offer a unique perspective on giving students the skills they need to plan for their futures. Reconnect with [<insert name of local JA Area>](#) today! #JAAlumni

Twitter: Come back to JA & help bring the real world to a new generation of #students. Reconnect with [<insert name of local JA Area>](#)! #JAAlumni

LinkedIn: Come back to Junior Achievement and helps us bring the real world to a new generation of students. As a JA Alumnus, you offer a unique perspective on giving students the skills they need to plan for their futures. Reconnect with [<insert name of local JA Area>](#) today!

Instagram: Come back to JA & help bring the real world to a new generation of #students. Reconnect with [<insert name of local JA Area>](#)! #JAAlumni



Copy

Facebook: Remember the story that #JAVolunteer told that inspired you to #dream big? Your story can do that for someone else. Share it with us. #JAAlumni <http://bit.ly/1msQzal>

Twitter: Share your #JA story with us and inspire the next generation of youth! #JAAlumni <http://bit.ly/1msQzal>

LinkedIn: Remember the story that JA volunteer told that inspired you to dream big? Your story can do that for someone else. Share it with us. <http://bit.ly/1msQzal>

Instagram: Share your #JA story with us and inspire the next generation of youth! #JAAlumni

Facebook: Survey of 700 #JAAlumni by #JAUSA reveals 90% of #JAAlumni are confident in their ability to manage money due to JA programs. What JA program did you take in school? <http://bit.ly/1msQzal>

Twitter: #JAAlumni: what program did u take in school? We want 2 know what had the biggest impact on u: <http://bit.ly/1msQzal>

LinkedIn: Survey of 700 JA Alumni by Junior Achievement USA reveals 90 percent of JAAlumni are confident in their ability to manage money due to JA programs. What JA program did you take in school? <http://bit.ly/1msQzal>

Instagram: Survey of 700 #JAAlumni by #JAUSA reveals 90% of #JAAlumni are confident in their ability to manage money due to JA programs. What JA program did you take in school?

Image



Copy

Facebook: #JAAlumni: Did you know that today's Junior Achievement has more than 20 programs for every grade level from #kindergarten through #highschool? Connect with your local Junior Achievement office at <insert local JA Area website address>

Twitter: #JAAlumni: Did u know today's #JA has 20+ programs, covering all grade levels K-12? <insert local JA Area website address>

LinkedIn: JA Alumni: Did you know that today's Junior Achievement has more than 20 programs for every grade level from kindergarten through high school? Connect with your local Junior Achievement office at <insert local JA Area website address>

Instagram: #JAAlumni: Did u know today's #JA has 20+ programs, covering all grade levels K-12? <insert local JA Area website address>

Facebook: #JAAlumni: JA Company Program now includes key #entrepreneurship concepts like crowd-funding and prototyping. Learn more: <http://bit.ly/1z8JpbU>

Twitter: #JAAlumni: JA Company Program now has key #entrepreneurship concepts like crowd-funding and prototyping: <http://bit.ly/1z8JpbU>

LinkedIn: JA Alumni: JA Company Program now includes key entrepreneurship concepts like crowd-funding and prototyping. Learn more: <http://bit.ly/1z8JpbU>

Instagram: #JAAlumni: JA Company Program now has key #entrepreneurship concepts like crowd-funding and prototyping.

Image



Video Public Service Announcements and Banner Ads

The JA USA Brand Group has produced a series of alumni engagement public service announcements (PSAs) and online banner ads. You can download the PSAs [here](#) and [here](#). The online banner ads can be downloaded [here](#). There are 60-second, 30-second, and 15-second spots, both with the JA logo and URL at the end, and with a blank five-second slate to support local customization by a vendor or TV station in your community. These PSAs showcase the impact and diversity of the JA experience. We encourage you to submit one or more of these professionally produced videos to TV stations in your market to generate awareness of your Area's interest in reconnecting with JA Alumni.

Acknowledgments

The Junior Achievement USA Brand Group thanks those who contributed to this toolkit.

Thank you to JA Areas who provided insight and expertise around JA Alumni engagement and helped bring this toolkit to fruition: Junior Achievement of Northern New England, Junior Achievement of Northern California, and Junior Achievement of San Diego County.

A special thanks goes to Don Floyd, a former Junior Achievement National Office associate and the current President and Chief Executive Officer of the National 4-H Council. Don provided his advice and recommendations about a comprehensive alumni engagement strategy for Junior Achievement based on research and effective methods tried in the past.

The Brand Group welcomes your feedback on this toolkit. Please share your success stories with us. We want to know what parts of this toolkit you find useful and your suggestions for improvement.

If you have any questions about this toolkit or related to JA Alumni, please contact:

Ed Grocholski

Ed.Grocholski@ja.org

(719) 540-6165

If not for Junior Achievement, I don't know where I would have received the foundation to launch my career and the guidance and direction to keep going

– JA Alumnus