

## JA Launch Lesson Awareness

Junior Achievement brought JA Launch Lesson into the classroom during National Entrepreneurship Month for the second year in a row. JA Launch Lesson provides teens with the knowledge and inspiration necessary to spark an ongoing interest in entrepreneurship by bringing inspiring entrepreneurs into the classroom for one hour during the week to share his or her experience with the students.

There was a great deal of media outreach conducted by both JA Area offices and JA USA that successfully helped promote these efforts. Awareness generated by online and traditional print media reached over 1.1 million impressions. Tactics included generating awareness at the local and national level by providing JA Areas with turnkey PR content to promote their local efforts.

To create excitement and engagement around JA Launch Lesson, JA USA not only pushed out content via its own social media feeds, but also provided areas with social media content to promote this effort on their Facebook, Instagram, Twitter and LinkedIn accounts.

Some results are below:

### Twitter – 3,789 mentions/tags

#jaentrepreneurshipmonth – 1  
#jalaunchlesson – 215  
Entrepreneurship month – 2474  
JA entrepreneurship month – 17  
JA launch lesson – 9  
JAlaunchlesson – 236  
Launch Lesson – 837

### Facebook – 83,608 reached

45,321 Organic  
38,287 Paid

Some Media Highlights are Below:

Date	URL	Source	Circulation/Impressions
02-Nov-2016 01:37PM	<a href="https://idc.chase.com/newspublic/story?article=74040b28bd677b11">https://idc.chase.com/newspublic/story?article=74040b28bd677b11</a>	IDC Chase	221089.8648

17-Nov-2016 10:40AM	<a href="http://finance.yahoo.com/news/achievement-foundation-awards-nine-25-150000879.html">http://finance.yahoo.com/news/achievement-foundation-awards-nine-25-150000879.html</a>	Yahoo! Finance	177476.716
15-Nov-2016 10:21AM	<a href="http://finance.yahoo.com/news/poll-87-percent-teens-interested-150000014.html">http://finance.yahoo.com/news/poll-87-percent-teens-interested-150000014.html</a>	Yahoo! Finance	177476.716
17-Nov-2016 10:18AM	<a href="http://news.morningstar.com/all/market-wired/MWRurnnewsmlmarketwiredcom20020408201611/achievement-foundation-awards-nine-25000-grants-to-junior-achievement-offices-to-expand-the-ja-company-programr.aspx">http://news.morningstar.com/all/market-wired/MWRurnnewsmlmarketwiredcom20020408201611/achievement-foundation-awards-nine-25000-grants-to-junior-achievement-offices-to-expand-the-ja-company-programr.aspx</a>	Morningstar News	16693.63225
30-Nov-2016 09:54AM	<a href="http://beforeitsnews.com/obama/2016/11/fact-sheet-celebrating-president-obamas-top-10-actions-to-advance-entrepreneurship-and-announcing-new-steps-to-build-on-these-successes-2478582.html">http://beforeitsnews.com/obama/2016/11/fact-sheet-celebrating-president-obamas-top-10-actions-to-advance-entrepreneurship-and-announcing-new-steps-to-build-on-these-successes-2478582.html</a>	Before It's News	8937.54425

JA Launch Lesson is designed to be simple for entrepreneurs to implement, but impactful for the teens participating. For example, during a JA experience, students can learn how to create a business plan or successfully interview for a job. To learn more, visit [www.JA.org/Entrepreneurs](http://www.JA.org/Entrepreneurs).

To help engage entrepreneurs in the JA Launch Lesson, JA worked with a variety of organizations, including the Young Entrepreneur Council (YEC), the U.S. Small Business Administration (SBA), and Babson College.