

## JA Volunteer Marketing Toolkit

You should be proud of your efforts to help Colorado's young people achieve future economic success! Following is sample copy you can use to promote your involvement with Junior Achievement (JA).

If you have questions or would like additional resources, please contact Kim McGrigg at 303-260-6295 or [KMcGrigg@JAColorado.org](mailto:KMcGrigg@JAColorado.org).

### Facebook

Prior to your post, be sure that you "like" the Junior Achievement page: <http://www.facebook.com/jarockymountain>.

When typing your status update for Facebook, use the @ symbol before you type the words Junior Achievement. A list of profile photos and names will appear before you are done typing the name. Click on Junior Achievement - Rocky Mountain, Inc. and the organization will be tagged in the post. These posts also work well on LinkedIn.

#### Sample Facebook Posts

I am proud to be delivering [Junior Achievement - Rocky Mountain, Inc.](#)'s vital economic programs to our local students! Experiencing those "ah-ha" moments when a student grasps a new concept is amazing! [www.JAColorado.org](http://www.JAColorado.org)



Giving back to the community is important to me. That is why I'm honored to support [Junior Achievement - Rocky Mountain, Inc.](#) Through JA, I have the opportunity to inspire local students to become entrepreneurial, career ready and financially responsible. [www.JAColorado.org](http://www.JAColorado.org)

Did you know that Junior Achievement alumni earn 20% more than the general population and are 2½ times more likely to start a business? I am proud to partner with [Junior Achievement - Rocky Mountain, Inc.](#) to achieve these incredible results! [www.JAColorado.org](http://www.JAColorado.org).

Through [Junior Achievement - Rocky Mountain, Inc.](#), I am making a difference in the lives of Colorado kids. To learn how you can get involved, visit [www.JAColorado.org](http://www.JAColorado.org).

Volunteering for [Junior Achievement - Rocky Mountain, Inc.](#) makes you realize that helping a young person reach for his or her dreams is just as satisfying as realizing your own. [www.JAColorado.org](http://www.JAColorado.org)

### Twitter

Prior to your post, be sure that you are following the Junior Achievement stream: <http://www.twitter.com/jarockymountain>. As modeled below, please use Junior Achievement's Twitter handle, [@JARockyMountain](https://twitter.com/JARockyMountain), in relevant status updates. Links shared on Twitter.com will automatically be shortened.

### Sample Tweets

Volunteering for [@JARockyMountain](https://twitter.com/JARockyMountain) is a fun way to give back to the community I love [www.JAColorado.org](http://www.JAColorado.org).

Proud to be spending the day teaching kids about entrepreneurship, career readiness & #finlit (via [@JARockyMountain](https://twitter.com/JARockyMountain)) [www.JAColorado.org](http://www.JAColorado.org)

I am proud to partner with [@JARockyMountain](https://twitter.com/JARockyMountain) to inspire & empower students to believe in themselves [www.JAColorado.org](http://www.JAColorado.org)

### Infographics

Show the power of your volunteer efforts by posting these impact infographics.



**1 IN 3**  
alumni credit  
JA® for giving  
them the idea of  
what they  
wanted to do  
when they  
grew up.

 Junior Achievement®  
empower the future®

2016-17 JA Alumni Research Study



JA® alumni  
**EARN 20%  
MORE**  
than the general  
population.  
And, they're  
more likely to be  
better off than  
their parents.

 Junior Achievement®  
empower the future®

2016-17 JA Alumni Research Study



**1 IN 5**  
JA® alumni say  
they work or have  
worked in the  
same field as  
their childhood  
JA volunteer.

 Junior Achievement®  
empower the future®

2016-17 JA Alumni Research Study



JA® alumni are  
**143% MORE  
LIKELY TO  
START A  
BUSINESS**  
than the  
general public.

 Junior Achievement®  
empower the future®

2016-17 JA Alumni Research Study

### **Other Options**

Upload a picture of you and a teacher to your social sites like Facebook, LinkedIn, Twitter or Instagram.

Write an article about your experience to be featured on your company's blog or submit the article to be featured on [JA's blog](#).

Feel free to follow/like Junior Achievement-Rocky Mountain, Inc. on [Facebook](#) and [Twitter](#) and share/retweet our updates.

Share one of JA's many YouTube videos ([www.youtube.com/rockymountainja](http://www.youtube.com/rockymountainja)) featuring JA programs, volunteers and students.