

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).

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 teaching [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



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

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

I am making a difference in the lives of Colorado kids. To learn how you can get involved, visit 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

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**, in relevant status updates. Links shared on Twitter.com will automatically be shortened.

Sample Tweets

Volunteering for **@JARockyMountain** is a fun way to give back to the community I love!
www.JAColorado.org

Proud to be spending the day teaching kids about entrepreneurship, career readiness & #financialliteracy with **@JARockyMountain** www.JAColorado.org

I am proud to partner with **@JARockyMountain** to inspire & empower students to believe in themselves. www.JAColorado.org

Infographics

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





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.

Follow/like Junior Achievement-Rocky Mountain, Inc. on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and share our updates.

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

