**JA Staff Member Contacts:**

Robin Wise [rwise@jacolorado.org](mailto:rwise@jacolorado.org)

Kristi Shaffer [kshaffer@jacolorado.org](mailto:kshaffer@jacolorado.org)

Jodi Wallace [jwallace@jacolorado.org](mailto:jwallace@jacolorado.org)

Charlene Moser [cmoser@jacolorado.org](mailto:cmoser@jacolorado.org)

**Introduction – General – Option #1**

Hello, [INSERT FIRST NAME]!

I hope this finds you well and that you’re enjoying [INSERT SEASONAL REFERENCE HERE].

I am reaching out today on behalf of [Junior Achievement-Rocky Mountain, Inc.](http://www.jacolorado.org/), and as a very passionate board member.  I’m hoping you can help point us in the right direction at [INSERT COMPANY OR ORGANIZATION NAME].

Junior Achievement’s (JA) purpose is to inspire and prepare young people to succeed in a global economy. To accomplish this, JA provides in-school and off-site experiential programs to K-12 students, delivered by corporate and community volunteers who provide a real-world perspective in the areas of career readiness, financial literacy, and entrepreneurship. There is no cost for schools to implement JA programming.

JA relies on volunteer and funding support from corporate and community partners to fulfill its mission. I think [INSERT COMPANY OR ORGANIZATION NAME] would be an excellent partner and would really enjoy working with JA students – and networking with other JA partners and donors.

We welcome the opportunity to discuss collaboration opportunities and would be most appreciative of any connections/guidance you can provide.

*[OPTIONAL CLOSE #1] I’ve copied [INSERT JA STAFF MEMBER NAME AND TITLE] on this email [HE OR SHE] will be able to answer any questions you may have and might follow up with you directly.*

*[OPTION CLOSE #2] If it’s ok with you, I would like to share your contact information with [INSERT JA STAFF MEMBER NAME AND TITLE] and invite [HER OR HIM] to connect with you directly.*

Thanks in advance for your consideration!

Warm Regards,

**Introduction – General – Option #2**

Hello, [INSERT FIRST NAME]!

For the past [INSERT #] year**s**, I have had the pleasure of serving on the board of [Junior Achievement-Rocky Mountain, Inc.](http://www.jacolorado.org/)

As I’m sure you are aware, our young people are facing the challenge of preparing to compete in an increasingly complex global economy, and they need our help. With proven curricula and thousands of classroom mentors, Junior Achievement's unique delivery system provides the training, materials, and support necessary to bolster the chances for student success.

I would appreciate the opportunity to connect with you to discuss [INSERT COMPANY OR ORGANIZATION NAME]’s potential involvement in making a difference in the lives of Colorado students.

Thanks for your consideration!

Warm Regards,

**JA Free Enterprise Center Supplementary Language**

It is an especially exciting time to partner with JA, as the new [JA Free Enterprise Center](https://www.jacolorado.org/lets-build-the-future/) is opening in the DTC in early 2023, expanding its ability to serve students in south metro schools. The state-of-the-art education facility, featuring the Daniels Fund JA Dream Accelerator and the Robert and Judi Newman JA Finance Park (a second JA Finance Park), is generating tremendous excitement and momentum – we would welcome the opportunity to share details and even host you for a tour!

**JA 18-25 Scope Supplementary Language**

As you may know, JA has traditionally focused on equipping K-12th grade students with the skillset and mindset to succeed, by implementing programs taught by volunteers focused on financially literacy, career readiness, and entrepreneurship.  I thought you might be particularly interested to hear that JA has recently expanded its scope to include 18-25 year olds.

**Invitation to Join at Volunteer Event Supplementary Language**

I’d like to invite you to join me in experiencing [JA Finance Park](https://www.jacolorado.org/finance-park-2/) first-hand as I volunteer on [INSERT DATE]. This program teaches middle and high school students real-world financial management skills in a fun and interactive “adulting” simulation. Volunteers share talking points as well as personal experience to help bring these lessons to life. If you are available and interested, I would be happy to share details.

**OR**

I’d like to invite you to join me in experiencing Junior Achievement first-hand as I volunteer on [INSERT DATE]. Using JA’s easy-to-follow classroom guidebook, I will deliver important life lessons while also sharing my unique experiences and perspectives, inspiring students to achieve their dreams! If you are available and interested, I would be happy to share details.