

Junior Achievement Firm Toolkit

Thank you for your interest in partnering with Junior Achievement! Junior Achievement USA is the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. Junior Achievement's purpose is to inspire and prepare young people to succeed in a global economy.

Junior Achievement USA reaches over 4.4 million students per year in 176,714 classrooms and after-school locations. JA programs are taught by volunteers in inner cities, suburbs, and rural areas throughout the United States, by over 100 Area Offices in all 50 states.

If at any point you have specific questions about partnering with Junior Achievement, please feel free to contact Laura Goodman, Vice-President – Resource Development & Volunteer Partnerships: laura.goodman@ja.org

Steps for Firms:

- 1) Connect with your local [JA office](#).
- 2) Notify state CPA society of JA involvement.
- 3) Encourage staff to participate.
- 4) Request volunteer feedback and metrics reporting.

| Step 1: Connect with your local JA office | |
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| JA Office locator | Visit: https://jausa.ja.org/about/locations - If you do not see a location near you, please contact Laura Goodman: laura.goodman@ja.org for additional volunteer opportunities. |
| Step 2: Notify state CPA society of JA involvement | |
| Connect with your state CPA society | After connecting with your local JA office, be sure to reach out to your state CPA society to let them know of your involvement with JA. Not only would they love to hear of your involvement, but they may have personalized resources to share as well! |
| Step 3: Encourage staff to participate | |
| Email template from Firm HR dept, Employee Volunteer Coordinators or firm owners: Send this email to staff/employees to | <p>SUBJECT: Introducing our partnership with Junior Achievement</p> <p>PREHEADER: Inspire students to become CPAs by partnering with JA</p> <p>We would like to introduce our new partnership with Junior Achievement (JA), in collaboration with [insert state society] and the AICPA.</p> <p>WHAT IS JUNIOR ACHIEVEMENT</p> |

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| <p><i>promote volunteering at JA.</i></p> <p>Optional: <i>Include JA Volunteer flyer, JA promo videos, and NPAG Pipeline Pledge information (see below).</i></p> | <p>Junior Achievement USA is the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. Junior Achievement's purpose is to inspire and prepare young people to succeed in a global economy.</p> <p>Did you know that 56% of JA Alumni say they are currently in a career or job, or have worked in a similar position, to one of their JA volunteers?</p> <p>By being a JA volunteer and sharing your personal and professional experiences and skills with students from your community, you help them make the connection between what they learn in school and life outside the classroom!</p> <p>Volunteering for JA isn't difficult, but it does take commitment. As we all know, most meaningful things do.</p> <p>To get involved today [<i>insert next steps, i.e., point of contact name, etc.</i>]</p> <p>Optional NPAG Pipeline Pledge Opportunity To coincide with this effort, consider signing the Pipeline Pledge, created by the National Pipeline Advisory Group (NPAG), prior to volunteering at JA. NPAG's hope is that the pledge will mobilize the profession to inspire the next generation of accountants and boost retention of current talent by making an individual commitment to participate in at least two activities annually that will positively impact the talent pool. Being a JA volunteer is one way!</p> <p>Thank you for participating in this opportunity. By sharing your expertise, we can empower the next generation with the financial knowledge and skills they need to thrive in an ever-changing world.</p> |
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Step 4: Request volunteer feedback and metric reporting

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| <p>Volunteer experience survey: <i>Seek feedback and metrics from volunteers and report findings to AICPA</i></p> | <p>Use this survey to share your volunteer experience feedback and metrics.</p> |
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Marketing & Promotion assets

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| <p>Tips for engaging your employees</p> | <p>Fostering a Culture of Service and Engagement</p> <p>Download the PDF here.</p> |
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| <p>Email banner headers</p> | <p>“Become a JA Volunteer” graphics - Both English and Spanish versions available as jpeg files.</p>  <p>Downloadable and customizable “I’m a JA Volunteer” graphics are available via Canva link.</p> |
| <p>JA Volunteer flyer</p> | <p>Use this customizable flyer to send to staff/employees or hang in your breakroom or around the office.</p> <p><i>* Please make a copy first before customizing.</i></p> <p>https://www.canva.com/design/DAGSQsqFWSU/sogQ8NL34_ujnOsEtrpPXQ/edit?utm_content=DAGSQsqFWSU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton</p>  |
| <p>Volunteer talking points</p> | <p>AICPA Resources</p> <p>When you share your CPA story with students, you spark their interest in accounting and set them on a journey to a dynamic career as a CPA. Whether you are talking to elementary, middle, or high school students, we’ve created materials to help make your engagement opportunities a success.</p> <p>Learn more about ‘Inspiring Students to become CPAs’ here.</p> <p>Additional volunteer resources can be found on ThisWayToCPA.com/faculty/CPA Pipeline Resources</p> <p>Junior Achievement Resources</p> |

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| | <p>JA Career Speaker Brief https://jausa.ja.org/dA/aa4e878a96/file/JA%20Career%20Speakers%20eries%20Learning%20Experience%20Brief.pdf?language_id=1</p> <p>JA Career Exploration Fair/JA Inspire Brief https://jausa.ja.org/dA/539cde6f3e/file/JA%20Career%20Exploration%20Fair%20Learning%20Experience%20Brief.pdf?language_id=1</p> <p>[Option: State Society Resources] [Insert any resources specific to your state society, location, area, state, etc.]</p> |
| <p>Volunteer FAQs</p> | <p>Review the ‘Volunteer FAQ’ resource for answers to frequently asked questions.</p> |
| <p>JA promo videos</p> | <p>Full-length YouTube volunteer video: https://youtu.be/2EtNDTJ93Ek Full-length YouTube promo video to encourage volunteers: https://www.youtube.com/watch?v=c-lthCSnht0</p> |
| <p>Internal messaging app and/or staff newsletter</p> | <p>[JA: Be a Role Model Video: https://youtu.be/vthTbIso2w4]</p> <p>Do you want to make a tangible difference in the lives of students? Look no further than becoming a Junior Achievement Role Model! As a JA volunteer, you'll have the incredible opportunity to inspire and guide students toward their full potential. By spending just a few hours of your time, you can make a lasting impact on the lives of young individuals. Become a JA Volunteer</p> |
| <p>Customize and share social media graphic: “Become a JA Volunteer” or “I’m a JA Volunteer”</p> | <p>“Become a JA Volunteer” graphics. Both English and Spanish versions available as jpeg files.</p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> </div> <p>*****</p> |

“I’m a JA Volunteer” graphics



➤ FB/LI/X Canva link:

https://www.canva.com/design/DAGSXMeWyyQ/Gpwlj-lo2y0leQQJDRaylg/view?utm_content=DAGSXMeWyyQ&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

➤ IG Canva link:

https://www.canva.com/design/DAGSXCVfhEQ/aF0oGwJseUrxnOLUYXSlHg/view?utm_content=DAGSXCVfhEQ&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview