

# JA Champions: Volunteer Recruitment Toolkit

Updated 02/14/2024

Dear JA Champion:

The way we work has changed in recent years, but that doesn't mean your company and employees can't be engaged in the community. Junior Achievement is your partner for employee volunteering opportunities!

Whether your employees are working in an office, hybrid, or from home, we at JA will work with you to find the best way to engage them with students in the community. Working remotely doesn't mean they have to be remote from the things that matter!

## **THE BENEFITS ARE MANY!**

Building and maintaining a company culture can be a challenge, especially with new working models. By having an employee volunteer program, your company can invest in creating a culture where employees can connect with each other and with a greater sense of purpose. This kind of engagement can also contribute to employee satisfaction and retention, which we all know are very important in the era of "The Great Resignation."

JA is not a one-size fits all organization. In fact, Fast Company recently listed JA as one of the most innovative workplaces! We will work with you to find ways to engage your employees regardless of your working situation.

Thank you for advocating for JA at your organization! We rely on amazing JA Champions like you to help us reach more young people in Southeastern PA! The way people work – and volunteer – has changed. To help address this shifting landscape, we have developed resources to help appeal to past and future JA volunteers. We hope these resources will assist you in developing a recruitment strategy that works within your organization.

# Strategy 1: Set a Goal

Work with JA staff to determine an organizational goal for the number of classes or number of volunteers you will secure! Ask managers and affinity networks to work with you to achieve that success. Who else should you recruit to be on your formal or informal recruitment team? Don't forget to acknowledge the help and celebrate your wins with a thank you and other messaging!

# Strategy 2: Generate excitement with short messages that show up everywhere

**Use for:** Social Media, Email Signatures (get your senior managers to use as well!), meeting agenda, newsletters, MS Teams or Slack posts, and more! Remember to link to your email or other method for volunteers to register. Where else can you share these messages?

**JA Branding Questions?** Reach out to Joy Isabelle – joy.isabelle@ja.org

Copy	Image Thumbnails (Do not edit)
<p><b>Option 1:</b> At Junior Achievement, they believe in the power of dreams and education. 📁 🚀 They're dedicated to helping young people bridge the gap between what they learn in school and their future career success. 💡 📚 However, they can't make this impact alone. They need support from amazing partners like you! 😊 ❤️ Curious about how you can be a part of their mission? Reach out and let's chat! 🗨️ #PartnerForChange #DreamsTakeFlight</p> <p><b>Option 2:</b> 🚀 ✨ Junior Achievement is where dreams take flight, and they're on a mission to empower young people and connect what they learn in school to future work and career success. 📚 📁 But here's the thing – they can't do it alone. They need passionate volunteers like you who are ready to make a difference! 👥 ❤️ Discover how you can join the JA family and help shape the future. 🌟 📁 #VolunteerWithJA #ChangeLives #DreamsTakeFlight</p>	

## Strategy 3: #FOMO

It's true! Belonging is so powerful. Fear of Missing Out is a huge driver. Think about how being a JA Volunteer can help associates Skill-Up and Connect with colleagues or senior management!

- Collect stories from associates who have volunteered before – quote them (with pictures)!
- Have senior leadership provide public recognition for volunteers–thank them visibly!
- Help future volunteers see how participation will get them to be part of the “in” crowd! This may look different depending on your work.
- Host an informational session and/or encourage sharing of stories!
- Make volunteering fun! Have fun and get creative! Ask if there is a budget from leadership for your promotion and recognition ideas!
- When you have a JA volunteer activity – encourage staff to take pictures (of themselves not the kiddos!) and post a “school story” challenge?

## Strategy 4: E-mail

Many organizations use emails to past volunteers and other networks to build their sign-ups. Here is some sample language. Please modify for your needs! Remember to share your personal passion! Create an easy way for volunteers to sign up or get more information!

### Copy

SUBJECT: JA is Where Dreams Take Flight

Dear [First Name],

Our Company is partnering with Junior Achievement of Southeastern PA (JA SEPA) this spring! Like JA SEPA we believe in the extraordinary potential of every young mind and their dreams. Their mission is to make those dreams take flight, to inspire, empower, and shape the leaders of tomorrow.

As a partner of JA, we have the opportunity to work with some incredible young people! As a JA volunteer, we become the bridge that connects what students learn in school to future work and career success. Bringing programs to life that teach them how to manage money, ensuring financial security as they grow into adults, and the catalyst for showing them that starting a business isn't just about making money; it's about changing lives and communities.

Find out what Junior Achievement of Southeastern is doing this Spring! They are looking for **over 500** volunteers to help them fulfill their mission. Learn more: <https://southeasternpa.ja.org/about-ja/opportunity/ready-set-soar>

Your time and expertise can help JA make dreams take flight, transform futures, and inspire the next generation. Together we can equip young people for economic mobility and the pursuit of their own ambitions! Join the team and sign up to volunteer today!

Sign off,  
Your Name

## Strategy 4: Short videos get attention!

### Videos

Options for all formats! Share a link, show in a meeting!

1. Junior Achievement: Why Volunteer? (1:39) <https://youtu.be/eRQvq wz9TxA>
2. Junior Achievement: Dreams take Flight (0:30) <https://youtu.be/-zIMe0tjFBU?si=xOU3ElgK5UL7sQTy>
3. My Junior Achievement Story: Seddrick (1:51) <https://youtu.be/2EtNDTJ93Ek>
4. My Junior Achievement Story: Seddrick (0:30) <https://youtu.be/jBVdYJWbAMk>
5. Junior Achievement: Gametime (2:09) <https://youtu.be/c-lthCSnht0>

Local JA SEPA Volunteer Testimonials:

Alondra - <https://www.linkedin.com/feed/update/urn:li:activity:7162868334558969856>

Cameron - <https://www.linkedin.com/feed/update/urn:li:activity:7158145831345225728>

Amber - <https://www.linkedin.com/feed/update/urn:li:activity:7155589536889073664>

JA Alum - <https://www.linkedin.com/feed/update/urn:li:activity:7162113695827886080>

## Strategy 5: Use what we have!

### Websites

Junior Achievement has volunteer information online! Become an expert then share with your volunteers!

1. <https://southeasternpa.ja.org/about-ja/opportunity/ready-set-soar>
2. <https://southeasternpa.ja.org/local-repository/volunteer-recruitment-resources>
3. Volunteer Interest Survey: <https://form.jotform.com/240044642324143>
4. JA Engage: Search for available classes/register for a JA Account:  
<https://engage.ja.org/?site=JASoutheasternPA>

If you have any questions, please contact Sierra: [sierra.hillakers@ja.org](mailto:sierra.hillakers@ja.org) or 215.422.2502 mobile.

***This Toolkit is a Pilot – Please share feedback!***

-Other ideas or samples to share with other organizations?

-What else would help you succeed?