



Junior
Achievement®

Fundraising Tips

- Put your largest pledge on top of the pledge sheet.
- Create a list of at least 20 people you know and send the JA solicitation letter to them in a self-addressed, stamped envelope.
- Set and publicize your goal. Remember to set it high!
- Set a donation amount for the JA bowling pins, and give a pin to everyone that pledges that amount. Hang one in your office space.
- Remind sponsors that their donation is fully tax deductible. Use the JA receipts.
- Ask businesses, not just individuals. Use the JA proposal.
- Ask people you have supported in the past, including your doctor, dry cleaner, etc.
- Send e-mail and voice mail messages periodically.
- Ask your spouse or other family members to help collect pledges.
- Leave a recorded message about your involvement on your answering machine at home.
- Make sure to THANK your sponsors; use the JA student designed thank you cards.
- If your company has a matching gift program, be sure to utilize it. Call your JA manager to find out if your company honors this policy.