

# COMPANY KIT



Host your own JA Fundraiser!



## Invite your colleagues to a “Party with a Purpose!”

Play 4 JA gives groups the opportunity to have fun as a team participating in the activities they enjoy most. Whether used for team building, client entertainment or just an overall fun time, this is the perfect event for any size group. If your company has a pre-existing activity, make JA the beneficiary! Don't have a pre-existing event? No problem! Consider hosting: softball game, wine tasting, cupcake wars, golf tournament, karaoke contest, game night.

### OUR PURPOSE IS TO EMPOWER YOUNG PEOPLE TO OWN THEIR ECONOMIC SUCCESS



Junior Achievement of New York (JA New York) is a non-profit organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, JA provides free in-school and after-school programs to all five New York City boroughs and Nassau and Suffolk counties.

JA programs empower students to make a connection between what they learn in school and how it can be applied in the real world - enhancing the relevance of their classroom learning and increasing their understanding of the value of staying in school.

**One hundred percent of the proceeds will be used to help JA New York reach 68,000 students throughout New York City and Long Island.**

### 2013-2014 Impact

68,000	Students Served
200	School & After-School Partners
29	JA Programs Offered
5,300	Corporate and Community Volunteers

### What's included in this kit:

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## Play 4 JA Questions Answered

**WHAT?** Play 4 JA are fundraising events where participants fundraise to support JA programs then celebrate with your game of choice. Some game ideas include:

- Softball
- Soccer
- Trivia one of NYC's many bars
- Bocce Ball at West Side Highway Park (at Charles Street)
- Marathon
- Wii
- Ping Pong at SPiN NYC
- Game Night (billiards, ping pong, chess, shuffleboard and foosball) at Fat Cat

**WHY?** 100% of the proceeds support Junior Achievement's free financial literacy, entrepreneurship and work/college readiness programs to over 65,000 students in New York City and Long Island.

**WHO?** This is a company event for its employees only. You do not have to play or reach the fundraising goal to participate.

**WHERE?** The venue depends on the game, but we are more than happy to provide suggestions and assistance finding and securing a venue. Payment is up to the company.

**WHEN?** The date is up to you, but it is important to consider availability of senior leadership. Most events are on Tuesday through Thursday nights from 6pm-8pm.

**HOW?** We created an website for online registration and donation, [www.play4janewyork.kintera.org](http://www.play4janewyork.kintera.org). For more information contact Lynnette Sorio, Manager of Special Events, at [lsorio@jany.org](mailto:lsorio@jany.org) or 212-907-0027.



## Thank you!

Before we go any further, thank you for your interest in supporting Junior Achievement. We want to make this easy and rewarding. Most of us aren't professional fundraisers but we people will respond to the things we care about, so long as we give them the opportunity.

## Setting Up a Play 4 JA Event

### Company coordinator's responsibilities:

- ✓ Choose a game
- ✓ Choose a date and venue
- ✓ Venue payment
- ✓ Promote the event

### JA's responsibilities:

- ✓ Venue booking and contract
- ✓ Event website
- ✓ Email participants fundraising tips and updates
- ✓ Send the coordinator participant and fundraising report

## Promoting Play 4 JA



Until participants are registered on the site, we'll need your help spreading the word.

- Post event information on the intranet
- Contact your company's Community Affairs Department
- Place an article in the company newsletter
- Send out memos to all employees from a board member or senior executive

Check out more ideas in [encouraging workplace fundraising](#) on page 5.

## Play 4 JA Website Features

- Customize the site to include the company logo and other information
- Start or Join a team
- Donate
- Participant HQ
  - Email templates
  - Fundraising reports
  - Enter pledges
- More information about the event and JA New York

[www.Play4JANewYork.kintera.org](http://www.Play4JANewYork.kintera.org)



Change a life one game at a time

## Email Communication Schedule



for discussion.

We suggest starting the campaign eight weeks before the event to allow time to get the event on people's calendar, registered and fundraising. We'll need your help spreading the word internally. Once people are registered on the event site, we'll have their contact information to email fundraising updates and tips. Email schedule and information is open

### Throughout

Weekly fundraising progress reports of teams, participants, and donors will be sent to the company organizer

### 6-8 weeks

Event to be promoted internally by the company organizer. See [Promoting Play 4 JA](#) on page 3. Captains must first start a team before teammates can join.

### 4-6 weeks

Reminder to captains to recruit teammates to be sent by JA

### 1-4 weeks

Weekly emails to all participants with fundraising updates and tips to be sent by JA

### Two days before

Team rankings to captains to be sent by JA

### Day of

Current rankings to participants to be sent by JA

### Day after

Thank you email with link to pictures on JA New York's Facebook page and current fundraising total to be sent by JA

## Encourage Workplace Fundraising

While we will email captains and teammates fundraising tips throughout the campaign, there are ways that a company can help create an environment of giving.

### Matching gifts

Many employers have matching gift programs to match charitable contributions made by their employees. Find out if your company or one of your donor's employers has a matching gift policy.

### Auction

Gather auction items like electronics, sporting tickets, or restaurant gift cards that can help generate donations and market the event.



### Involve senior leadership

Have senior leadership host a lunch to top fundraisers or as an auction item. They can also sponsor a lane for the team. Find out if senior leadership will match the money their team raises.

### Company Incentives

Offer comp time, jeans day or happy hour to top fundraisers.

### Create competition

Have teams, business units, etc. compete against each other to see who can raise the most for JA.

### Workplace giving

Ask colleagues who can't attend or vendors you work closely with to make a donation. Be sure to check your company's policies first.

### Host a benefit sale

Host a pizza party or bake sale. This is a great activity for your team!

### E-mail signature

Include a link to your fundraising page in your e-mail signature.

## Prizes



JA will provide prizes to individuals and teams who reach certain fundraising thresholds including movie passes, trophies, and team lunches.

## Be confident.

As you engage in fundraising activities, it's important to have some master tools in place to ensure success.



### Ask.

Someone asked you to be involved, share that opportunity with someone else. Remember that you're giving people a chance to do something that will make them feel good and help students in our community.

### Don't give up.

How many times were you asked to participate before you agreed? Make sure you are prepared with responses for those that may need a little "extra" convincing.

### Implement – FAST and OFTEN!

The sooner the campaign is launched the more opportunities we'll have to recruit participants and donors.

### Don't decide for others.

Ask everyone. Many will be flattered that you asked them to be part of something important. Some might say no but at least give them the chance to.

## Be prepared.

Below are some examples of what you may encounter and some possible responses.



### Reason: "I don't have time."

Response: "Do you have one hour? The reality is this, registering took two minutes, and the rest of the hour is spread out over time when I get the chance to send emails or Facebook updates. That's it!"

### Reason: "I really don't like asking people for money. It makes me very uncomfortable."

Response: "I know how you feel. Once I took a look at what Junior Achievement is doing to help kids be successful, I couldn't say no. We are giving 65,000 students skills to prepare them for the real world and mentors. I can handle a few weeks of 'uncomfortable' e-mails."

### Reason: "I don't know anything about Junior Achievement of New York."

Response: "Perfect! Not only are we raising money, we are also spreading awareness about Junior Achievement of New York. I'll give you all the information so you are comfortable sharing the mission, history and impact of JA's programs."

### Reason: "I just asked my friends for money last month for something else and so can't ask for more."

Response: "I get it, ask your friends to help you by emailing their contacts. Spreading the word is just as valuable as donating."