

PLAY4JA Overview

Concept

Play4JA is a creative way for large groups to raise funds for Junior Achievement's education programs AND enjoy a celebratory team-building activity together such as bowling, happy hour, movie screenings, trivia, escape rooms, and more – any in-person or virtual event that your group considers fun!

Company Process

1. Choose an Event/Activity that sounds fun.
 - a. Bowling, Escape Room, Trivia, Office Challenges, Happy Hour, Painting, Dine-In Giveback, Scavenger Hunt, Fowling, etc.
 - b. Book your event or experience using our JA Preferred Vendors List to receive a discounted rate or deal (not a requirement).
 - c. *NOTE: Your company is responsible for scheduling the event or activity. This includes date, time, location, etc.*
2. Set a fundraising goal.
 - a. Suggestion of \$5,000 (10 employees raising \$500 each)
 - b. Consider matching your employees' contributions!
3. Contact JA Events Coordinator to create your online fundraising page and receive your JA Fundraising Toolkit.
4. Start fundraising towards your goal.
 - a. Utilize JA Fundraising Toolkit to support your fundraising efforts.
 - i. Email templates
 - ii. JA statistics
 - iii. JA Pictures & testimonies
 - iv. JA social media toolkit
5. Enjoy your event and congratulate yourself for raising money to inspire and prepare young people to succeed!

JA's Roles & Responsibilities

Development Team to promote and recruit companies to create a Play4JA event of their own design. Process includes, but is not limited to hosting Lunch and Learns, creating social media content, cold/warm calls, the CRS (board companies), and email communication (newsletters).

The Events Coordinator is responsible for securing and maintaining JA Preferred Vendor partnerships, as well as companies who register to host a Play4JA event.

The Events Coordinator is responsible for creating a Fundraising Toolkit to assist companies with their peer-to-peer fundraisers. This will include email templates, JA statistics, JA pictures and testimonies, JA social media toolkit, etc.

Additionally, the Events Coordinator will be responsible for inspiring and educating Play4JA participants to reach and exceed their fundraising goals. This will include consistent check-ins, creating fundraising incentives, timely follow-ups, and any other pertinent needs.

The Events Coordinator will take the lead in filling out Donation Forms and submitting to Director of Development or SVP in a timely manner. Donor contact information should be compared with BCRM constituent record and updated if needed.

Ideas

- Encourage companies to have a Play4JA Coordinator who can lead group fundraising efforts and/or coordination with vendors.
- Secure auction items that can be used as prizes for fundraising competitions.
- Create a travelling Play4JA trophy for the company that raises the most money for JA.