



- JA Pillars - TALKING POINTS

WORK READINESS:

Workforce readiness is a huge initiative in South Dakota right now! Employers across South Dakota need a workforce that is prepared to be successful. Businesses need good employees who are thinkers, doers and collaborators. **Junior Achievement is a solution!** Right now, JA is working with students to develop their soft skills and understand the job opportunities that are available in South Dakota. JA builds tomorrow's leaders by opening their eyes to opportunities and developing the skills employers want from future employees. **Invest in JA. Invest in Tomorrow.**

ENTREPRENEURSHIP:

Small businesses are a key part of South Dakota's economy! In order for this trend to continue, students need to understand the basics of entrepreneurship. **Junior Achievement is a solution!** Through JA, entrepreneurial concepts and skills are shared with students – whether their dream is to start a business, continue a family business, or be a leader within a business. Right now, JA is working with students to teach them how to think creatively, solve problems, and be innovative. **Invest in JA. Invest in Tomorrow.**

FINANCIAL LITERACY:

Young people across South Dakota are not prepared to manage their money! To have a strong economy and for their personal success, the next generation needs to understand the basics of financial literacy. **Junior Achievement is a solution!** Right now, JA is working with students to help them understand the importance of budgeting, investing, savings, and credit. JA volunteers share their personal stories to help students connect what they're learning in school to the real world. **Invest in JA. Invest in Tomorrow.**

ETHICS:

Students don't understand the impact unethical decisions have on themselves and others. Doing the right thing has to be taught. **Junior Achievement is a solution!** Through JA, students learn about the ethical decision-making process and the potential consequences of their actions. Right now, JA is working with students to help them build an ethical foundation. **Invest in JA. Invest in Tomorrow.**



PITCH IDEAS – “To Make the ASK”

- ✓ ___ classrooms receive the Junior Achievement program. Each elementary classroom costs **\$600**. *Would you be willing to sponsor (1 or 2) classroom(s) for the 2019-20 school year?*

- ✓ Junior Achievement of _____ needs to raise \$___ which will support ___ classrooms. As of today we **still need** to raise \$___.
Would you consider sponsoring 1 classroom of 25 children at \$600?

- ✓ ___ **JA Excelling through Ethics classrooms** are taught to high school students.
*Would you be willing to sponsor 1 classroom at **\$100.00** for the 2019-20 school year?*

- ✓ ___ **students** receive the JA program and the cost per student is **\$25**.
 - *Would you be willing to sponsor YOUR (1 or 2) child/grandchild in the Junior Achievement program for the 2019-20 school year?*
 - *Would you be willing to support (2) children in the Junior Achievement program for the 2019-2020 school year?*

- ✓ **(\$50 increase) JA’s classroom costs** *Would you be willing to increase your donation by \$50 for the 2019-20 school year?*