



- 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 – “The ASK”

- ✓ **JA of Rapid City’s goal** is to implement “JA Economics for Success” to all 6th graders.
 - *Would you consider increasing your donation by \$50 for the 2020-21 school year to help us provide programming for all 6th graders to learn foundational financial concepts like budgets & credit scores?*
 - *Would you consider supporting **one** classroom at \$600?*
- ✓ Junior Achievement of Rapid City **needs** to raise **\$67,800** which will support **144 (32 Ethics)** classrooms. As of today, we still **need** to raise **\$48,903**.
 - *Would you consider sponsoring 1 classroom at \$600?*
- ✓ **112** classrooms will receive Junior Achievement traditional programming in the Rapid City. Each classroom cost is **\$600** for materials, technology, volunteer recruitment & training.
 - *Would you consider sponsoring 1 classroom for the 2020-21 school year?*
- ✓ **32** JA Excellence through Ethics classrooms are taught to Rapid City high school students.
 - *Would you be willing to sponsor 1 classroom at **\$100.00** for the 2020-21 school year? Your donation will create dialog between students and the volunteer mentor about right/wrong, making good decisions, and business ethics.*
- ✓ **3,366** students receive the JA program in Rapid City and the cost per student is **\$25**.
 - *Would you be willing to sponsor YOUR child(ren)/grandchild(ren) in the Junior Achievement program for the 2020-21 school year?*
 - *Would you be willing to support (2) children in the Junior Achievement program for the 2020-21 school year, with a \$50 donation?*