

JA Maker Bowl 2017

Ideas for Writing Your Fundraising Page

1. Set a fundraising goal and keep everyone posted on how close you are to reaching it.

- Keep in mind that your friends and family want to see you succeed. In fact, some may donate again if they know you're close to reaching your goal.
- Share updates on the status of your goal to help motivate those who have not given to donate to your page

2. Tell your story.

- If you have experience with JA, then tell your story and make it inspirational. Talk about why JA is personally important to you and how the students have benefitted from JA.
- If you do not have experience with JA, here are a few sample paragraphs to help you get started:
 - Please support me in my fundraising efforts for Junior Achievement of Central Texas at the JA Maker Bowl. Junior Achievement has been inspiring Makers through its flagship *JA Company Program*[®] for nearly 100 years and it's time to celebrate! The funds I raise will go to support JA's proven programs in entrepreneurship, financial literacy and career readiness in Austin area schools.
 - Please join me in inspiring the next generation of Austin entrepreneurs by donating to my fundraising page for Junior Achievement of Central Texas (JACT). The funds will go toward supporting JA's proven programs, such as the *JA Company Program*[®], where kids learn how to start a business and gain hands-on experience in running a company. Kids who go through JA are 2 ½ times as likely to be involved with starting a business after high school than the general public! JACT is a local nonprofit youth development organization that empowers young people in grades K-12 to own their future economic success through entrepreneurship, financial literacy and workforce readiness programs.
 - Who Inspired You? If you are an entrepreneur like me, you'll know inspiration is a huge part of the equation for success. I'm raising funds to help inspire and prepare

Austin area students to become entrepreneurs through Junior Achievement's proven programs. Please help bring more programs to Austin area schools by supporting my fundraising page.

- Why help me support JA of Central Texas? Because it's a local non-profit organization dedicated to helping Austin area youth realize their future potential. JA's proven programs focus on financial literacy, entrepreneurship and workplace readiness to cultivate success among students and increase the relevancy of their education. JA connects members of the Austin area business community with the classroom to teach it's proven experiential, hands-on curriculum.

3. Keep sharing.

- Send out updates on your fundraising achievements.
- Sharing stories and updates helps to make your donors feel a part of your efforts.