



**Changing young lives... one game at a time.**

### Our Mission

To inspire and prepare young people to succeed in a global economy.

### JA Pillars of Success

- Entrepreneurship
- Financial Literacy
- Work Readiness

### Our Values

Belief in the boundless potential of young people.

Commitment to the financial education of all young people.

Belief in the power of partnership and collaboration.

### Program Reach

JASoCal will serve over 100,000 students from K-12 during this academic year.



[www.jasocal.org](http://www.jasocal.org)

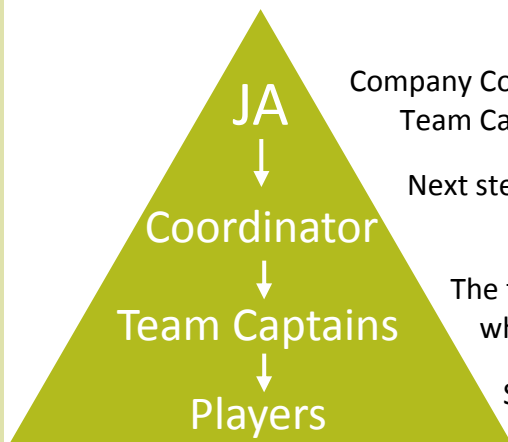
## What is **Play 4 JA**?

Play 4 JA is an opportunity that allows JASoCal supporters a fun and easy way to raise funds for JA's K-12 financial education programs through team-building activities such as bowling, scavenger hunts, or whatever your group considers fun!

## More about the students JASoCal programs serve

Over 85% of JASoCal students in Los Angeles County are classified as low-to-moderate income, and over 90% are from ethnic minority groups.

## Playing 4 JA is fun and easy!



Company Coordinators recruit Team Captains.  
Team Captains recruit Players, and the fun begins!

Next steps? Start raising money for JASoCal students.

The fundraising goal for each Player is \$150 which equals 3 JA student sponsorships!

Speak with your JA Campaign Representative about special prize incentives.

## The power of play: how donations make a difference

\$50	One JASoCal student sponsorship
\$750	One elementary school class sponsorship
\$950	One middle school class sponsorship
\$1,150	One high school class sponsorship

CONTINUED ON REVERSE



**Changing young lives... one game at a time.**

## Player Checklist

### PRE-EVENT

#### Team Name

- Work with your Team Captain to create a team name. This will be required to register online.

#### Online Fundraising

- Register online through the JASoCal website.
- Send emails to friends, family and co-workers asking them to sponsor you.

#### Final Confirmation

- Confirm your attendance with your Team Captain.

### DAY OF EVENT

- Arrive early and register with your Team Captain for instructions.

### POST EVENT

- Tally all cash and checks then, fill out your JA Donation Envelope **COMPLETELY**.
- Collect any remaining donations (Payable to: JASoCal– Play 4 JA)
- Staple** all matching funds sheets to receive credit.
- Give donations and completed envelope to your Team Captain.

[www.jasocal.org](http://www.jasocal.org)

## How to Register

1. Go to the JASoCal website: [www.jasocal.org](http://www.jasocal.org)
2. Click the **Play 4 JA** Tab (along the orange bar at the top of the page)
3. Click the appropriate area link from the left side of the page.
4. Click on your company name.

## How to Create Your Personal Page

1. After following the steps above, click **“Register Here”**
2. Select **“Join a Team”** and choose your Team Captain or team name.
3. Complete the information about you.
4. Next you can click **“My Webpage”** to start personalizing your fundraising page with images (provided by JA or your own!). You can even change the heading and page language to something you know your page visitors will find catchy.

## Sending e-mails to potential sponsors

1. While in your personal page, click **“email”**
2. Use the **“Address Book Import”** tool to import a list of friends and family, or enter individual email addresses, and don't forget to include a personal note about why you are playing for JA.
3. The email you send will automatically include a direct link to your personal donation page which allows your friends and family to securely support you and JASoCal students.

Ask your JA Campaign Representative about other ways to Play for JA!

**For additional information on how you can get involved please contact Alma Mata, [amata@jasocal.org](mailto:amata@jasocal.org), 323.785.3520**

