



Junior
Achievement®

Inspiring Tomorrows™

Back-to-School Marketing Initiatives



Assumptions

- In-Person Volunteering
- Virtual Volunteering
- Online Self-Guided
- Revenues



Campaign Objectives

- Engage
- Optimize
- Expand



Engage

Marketing automation refers to software platforms and technologies designed for organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks



Engage



Engage

blackbaud

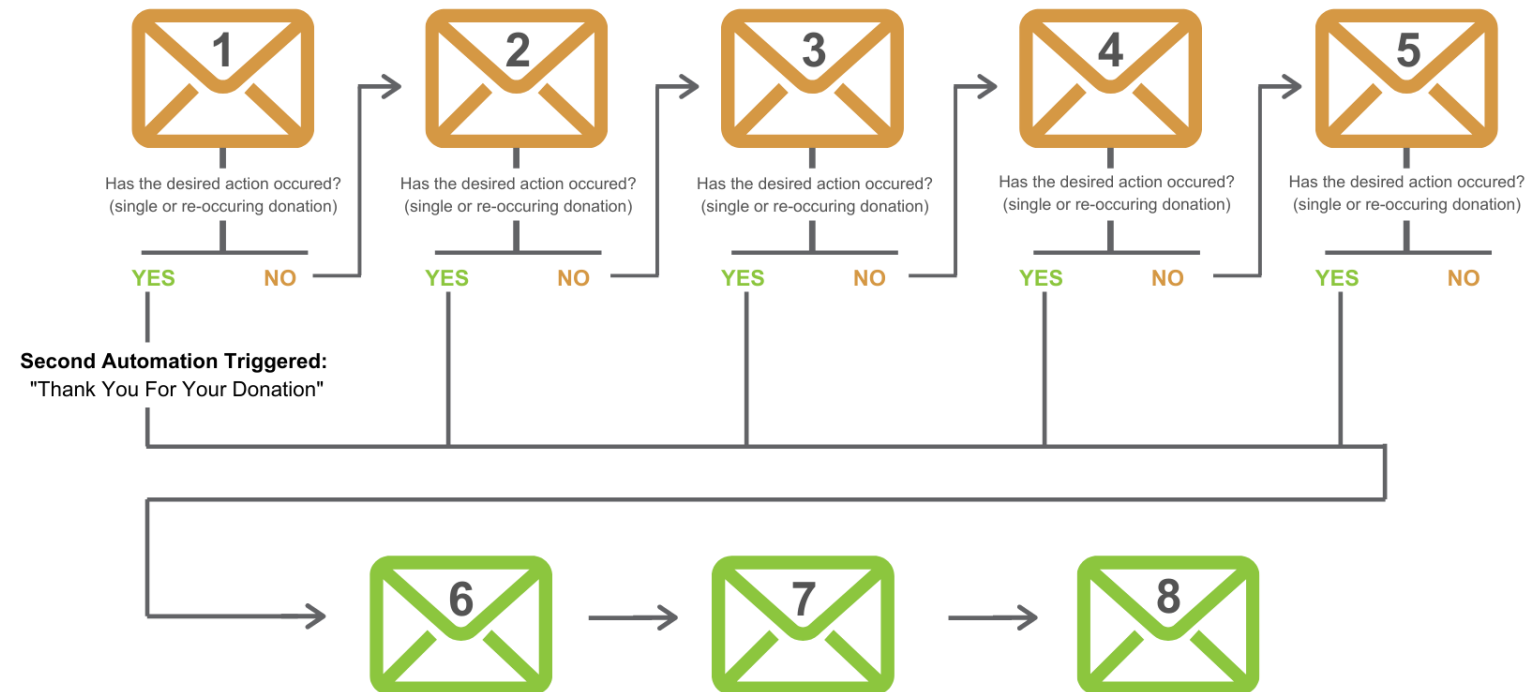


FOCUS: Match Volunteers Hours with Dollars

Engage

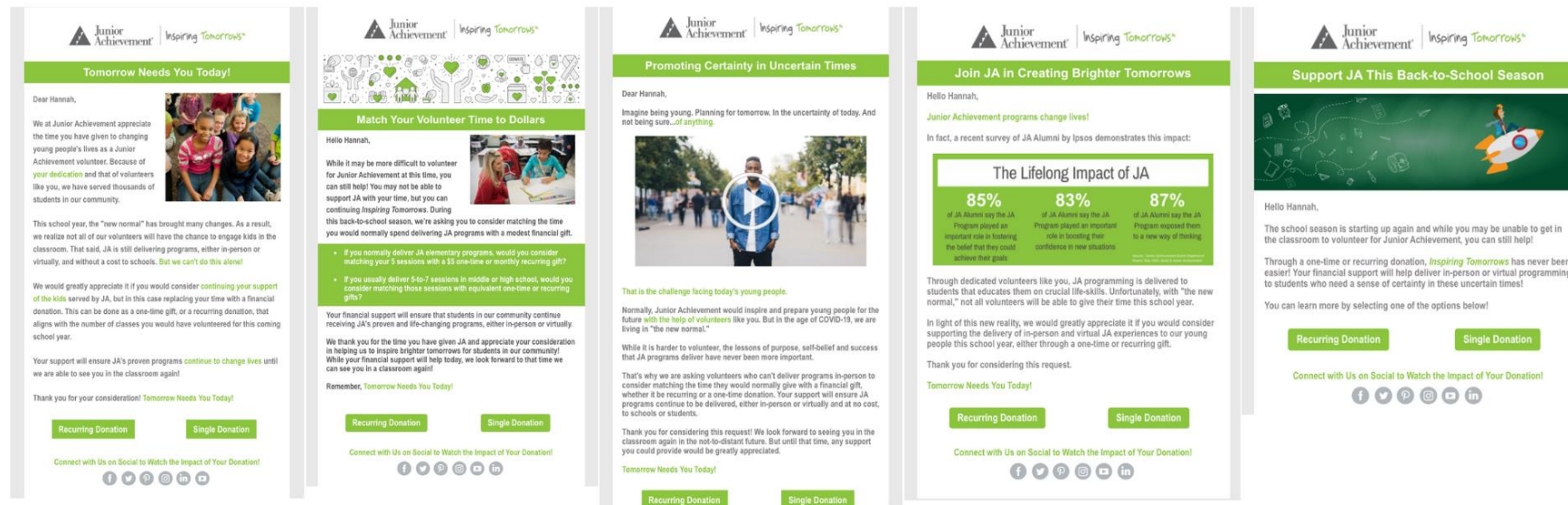
Back to School Email Automation

Desired Action/ Goal: To encourage repeat volunteers to give to JA as a one-time or re-occurring donation



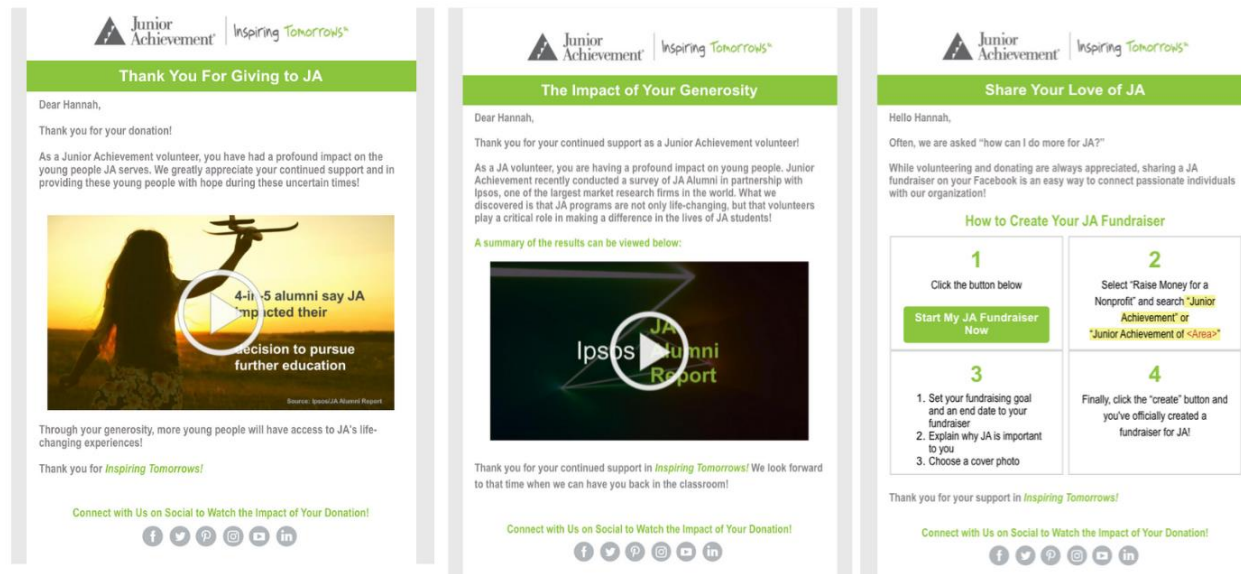
Engage

Donation Request Emails 1-5



Engage

Donation Completed Emails 6-8



Engage

Primary Benefits for Area Offices



Customizable

Areas under the JA USA partnership will be able to localize these email templates



Measurable

Areas will be able to see real-time reporting of their email success



Time-Saving

Through JA USA's sharing and guidance of the automation set up, Areas can schedule the timing of each email in the sequence

Engage



**Constant Contact/BCRM
Integration Webinar**

August 6, 3pm ET

Optimize



FEATURES	DOTCMS	LIFERAY	EXTERNAL
BRAND COMPLIANT	✓	✗	✗
VOLUNTEER REGISTRATION FORMS AND TRACKING	✓	✗	?
PROGRAM REQUEST FORMS AND TRACKING	✓	✗	?
SHARED CONTENT/DOCUMENTS	✓	✗	✗
VERSION CONTROL	✓	✗	?
AUTOMATED PROGRAM UPDATES	✓	✗	✗
INTEGRATED JA USA BLOGS	✓	✗	✗

Optimize

The Google Approach

GOOGLE ANALYTICS

We have set up Google Analytics Views for every JA Area on the new nested website platform. Currently we are tracking educator and volunteer sign ups through the website. For donations, those specific numbers are tracked on an opt-in basis.

GOOGLE ADS

For every JA area on the new nested website platform, Google Analytics ads are automatically created for areas. This includes keywords research, ad creation, continual bid optimizations, and relevant ad updates and targeting.

GOOGLE SEO

Our SEO strategy consists of technical SEO improvements to all websites under the ja.org domain to help the domain rank higher in Google and increase traffic to our website. As Google changes on a regular basis, so updates are made in a timely manner.

Optimize

Google Analytics

VOLUNTEER NOW
New to volunteering with JJA? Tell us about yourself!

First Name *

Last Name *

Email *

Phone Number *

Phone Type
Cell

Address
Street address
City State Zip code

County Name
Other county

Included



REQUEST A PROGRAM

First Name *

Last Name *

Email *

Phone Number *

Phone Type
Cell

School
Enter School Name
City State Zip code

County Name
Other county

Included



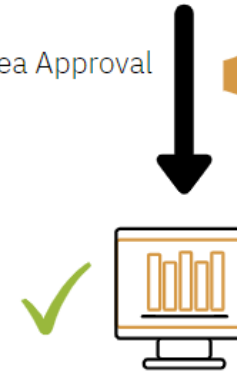
JUNIOR ACHIEVEMENT OF ALASKA

Donation Amount
\$100 \$200 \$500 \$1000

Other \$

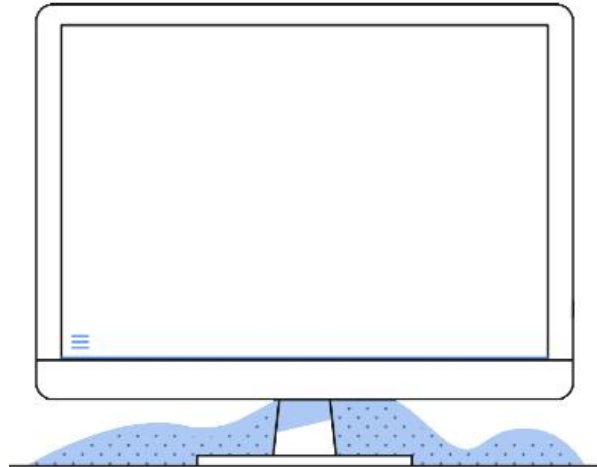
Personal Information
Title
First Name Last Name

Local Area Approval



Optimize

Google Ads



Keyword research is completed by JA USA and optimized Google Ads are automatically created and promoted for all local areas on the nested DotCMS website.

Junior Achievement USA | Homepage

Ad juniorachievement.org/ja-usa/home

Our purpose is to inspire and prepare young people to succeed in a global economy. Volunteer-delivered, kindergarten-12th grade programs.

Courses: Economics, Financial Literacy, Work Readiness

[Our Programs](#)

[Locations](#)

[About Us](#)

Junior Achievement® | Greater Cleveland

Ad cleveland.ja.org (216) 861-8080

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Optimize

Google SEO

TECHNICAL SEO

- Running bi-annual audits on the ja.org domain
- Adding markup for new Google search features
- Other technical improvements

ON-PAGE SEO

- Continually managing and reviewing SEO for changes to digital experiences
- Following Google search best practices when it comes to SEO

SATURDAY KEYWORD RESEARCH

- Conducting bi-annual keyword research to improve ads, website optimization and other public facing platforms searchable on Google

EXTERNAL SEO

- Updating and optimizing Google My Business profiles for all areas
- Implementation of proper external linking strategies

Expand

- COVID-19 Financial Impact
- Teens and Entrepreneurship
- Class of 2020



Expand

ENGINE INSIGHTS



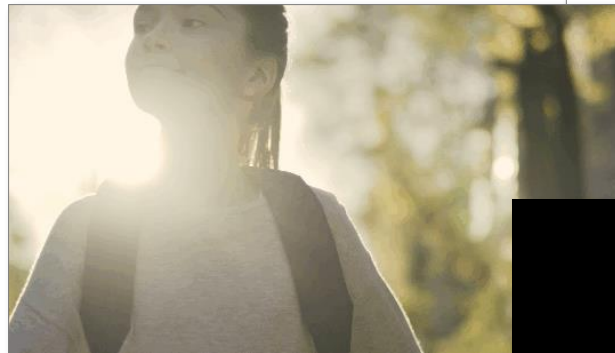
- Thoughts About Attending School
- Preferred Education Model
- Assessment of Education from the Spring
- Concerns about the Future
 - Equality
 - Education
 - Finances

Expand

- **JA USA Conducts a Survey**
- **JA USA Sends Press Release to JA Areas' Local Media**
- **JA USA Does Follow Up Pitches**
- **JA USA Hands off Media Leads to Local Areas**

Expand

- Back-to-School Materials
 - Email Templates
 - Infographics
 - Social Media Content
 - Videos
 - PSAs



What Teens Think

Are your parents/caregivers concerned about you attending school in-person this fall?

71% Concerned



29% Not Concerned



Facebook: Today's young people are facing an uncertain future. JA programs can provide the tools, resources, and support they need to strive for a better tomorrow. But we can't do it without you! #TomorrowNeedsYouToday #InspiringTomorrows

Instagram: Today's young people are facing an uncertain future. JA programs can provide the tools, resources, and support they need to strive for a better tomorrow. But we can't do it without you! #TomorrowNeedsYouToday #InspiringTomorrows

LinkedIn: Today's young people are facing an uncertain future. JA programs can provide the tools, resources, and support they need to strive for a better tomorrow. But we can't do it without you! #TomorrowNeedsYouToday #InspiringTomorrows

Twitter: Today's young people are facing an uncertain future. JA programs can provide the tools, resources, and support they need to strive for a better tomorrow. But we can't do it without you! #TomorrowNeedsYouToday #InspiringTomorrows

Facebook: Inequality is a real challenge facing our nation. Systemic changes can create more opportunities, and JA programs can provide the next generation with the tools, resources, and support they need for a more equitable and just future. #TomorrowNeedsYouToday #InspiringTomorrows

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WHY JA? AND WHY NOW?

Because 42% of jobs lost during the COVID-19 shutdown aren't expected to return



WHY JA? AND WHY NOW?

Because the wealth gap between America's richest and poorest families more than doubled between 1989 and 2016



Looking Forward



Google Analytics

VOLUNTEER NOW
New to volunteering with JAA? Tell us about yourself!

First Name *

Last Name *

Email *

Phone Number *

Phone Type
Cell

Address

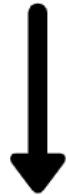
City

State
Select

Zip

County Name

Included



AdRoll

REQUEST A PROGRAM

First Name *

Last Name *

Email *

Phone Number *

Phone Type
Cell

School

Enter School Name

City

State
Select

Zip

County Name

Enter County

Included



AdRoll

JUNIOR ACHIEVEMENT OF ALASKA
Create an Account or Log In

Donation Amount

Other

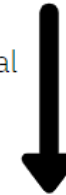
How often do you want to make this donation?
Monthly Monthly Monthly

Personal Information
Title
Select

First Name

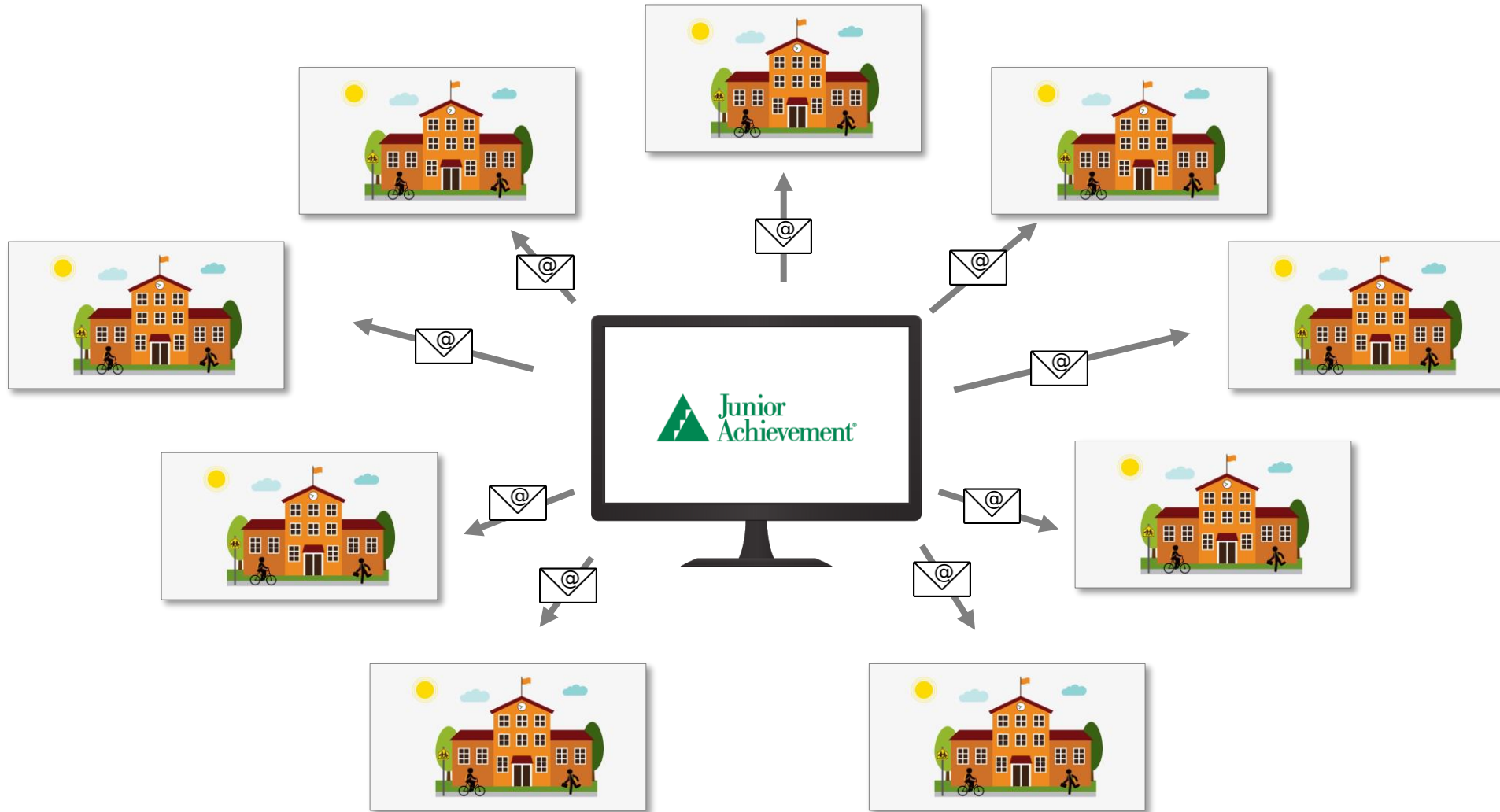
Last Name

Local Area Approval



AdRoll

Looking Forward





Junior
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