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## **JUNIOR LEAGUE OF SAN ANTONIO WINS 2 PRESTIGIOUS AWARDS FOR MEMBERSHIP DEVELOPMENT**

### ***The Association of Junior Leagues International Recognizes 2 Junior League of San Antonio Programs at 87<sup>th</sup> Annual Conference in Atlanta***

SAN ANTONIO, TX – May 7, 2009 – The Junior League of San Antonio received 2 prestigious awards at the The Association of Junior Leagues International's 87<sup>th</sup> Annual Conference. The "JL" Honorable Mention Award for Marketing and The "JL" Award for Membership Development were presented to JLSA.

The "JL" Honorable Mention Award for Marketing honors the Marketing efforts for JLSA's LITERACY San Antonio Project, a community-wide Awareness, Advocacy and Action campaign to unite and focus the community on the literacy issue. An awareness video and the [www.literacysanantonio.com](http://www.literacysanantonio.com) website were developed to inform the community about the issue and provide Literacy program information. The website will soon have the capability to connect San Antonio's literacy organizations to people seeking assistance as well as volunteers. LITERACY San Antonio has the audacity to focus the entire community around literacy and its significance in determining San Antonio's economic future. In the JLSA video Mayor Hardberger defines a world class city as a literate city. In collaboration with community coalition partners LITERACY San Antonio is tackling and seeking to solve the crisis of illiteracy, which impacts at least 25% of San Antonio's population. The program has produced an inspirational video about the problem of illiteracy, bilingual awareness campaign, media press kit, and recruited over 30 businesses, political and faith based community leaders to promote the effort.

The "JL" Award for Membership Development honors JLSA's New Active Membership program, which seeks to offer new members a meaningful volunteer experience, increase retention rates of active members and mentor New Active Members to deepen their involvement and commitment to the League and the community. The Program provides first year active members with a rewarding experience. New Active Members receive mentoring and are connected to other New Active Members through cluster groups. New active members are also afforded special educational and training activities. There have been concrete benefits resulting from this program: New Active member retention rates increased from 50% to 80%; mentoring New Active Members has provided a sharp increase in new members applying for Leadership Positions the following year. Training and developing future community leaders is a major component of the mission of the Junior League.

"As a première women's volunteer leadership organization, our League has made a commitment to improving our community by training volunteers to increase the reach of community services in San Antonio, while also researching and evaluating our community's greatest needs, Based on that research, we utilize our volunteers to create programs and coordinate existing agency efforts to meet our community's most pressing needs" said Laura Talley, JLSA President. "We are thrilled that our international Association has recognized our efforts and lifted them up as a model program for Leagues throughout Canada, Mexico, the United Kingdom and the United States."

"The Leagues do an outstanding job of creating programs that promote voluntarism, develop the potential of women and improve communities," said Debbie Brown Robinson, 2008-2010 President of the Association. "The 'JL' Awards recognize and highlight outstanding League accomplishments that serve as examples for League members in 293 different communities."

The award was presented at a banquet and attended by representatives from 293 Junior Leagues in four countries.

**ABOUT THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL**

*Founded in 1901 by New Yorker, Mary Harriman, the Junior Leagues are charitable nonprofit organizations of women committed to voluntarism, developing the potential of its members and improving communities through the effective action and leadership of trained volunteers.*

*Today, The Association of Junior Leagues International Inc. (AJLI) is comprised of more than 160,000 women in 293 Junior Leagues throughout Canada, Mexico, the United Kingdom and the United States. Together, they constitute one of the largest, most effective volunteer organizations in the world. For more information please visit [www.ajli.org](http://www.ajli.org).*

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