

ANNUAL LOYALTY FUND TALKING POINTS

- **Why is donating to ALF important?**
 - Donating to ALF shows loyalty to your League – that you believe in the mission of the JLSA and you want to support our programs and projects.
 - The percentage of membership that donates to our organization is a frequently requested statistic by corporate donors, for grant applications, etc. The closer we are to 100%, the stronger our organization appears – and this helps us get additional funding so we can put more money to mission.
- **But I already pay dues just to be a JLSA member. Why are you asking me for ANOTHER donation?**
 - Great question! Your dues are a basic requirement of membership. To be a member of JLSA and benefit from our training, volunteer opportunities, and leadership options, you have to pay your yearly dues.
 - Your dues cover the basic operating cost of JLSA. Those dollars aren't going toward our community partners or our volunteer projects.
 - Donating to ALF is a step beyond just getting that dues check mark. Donating to ALF is a way to demonstrate that the programs and projects of JLSA are something you want to support. Whereas dues are a REQUIREMENT, donating to ALF is an OPPORTUNITY.
 - Again, showing outside donors that our members so support the mission of JLSA that 100% of members also donate to this nonprofit organization is key. Why should a corporation make a sizeable donation or give us a grant when WE don't monetarily support the League?
- **OK, so I see why it's important. But I don't have an extra \$500 to donate to JLSA.**
 - To get to 100% membership support, we don't need everyone to make big donations. Even a \$1 donation will count you toward that ultimate 100% participation goal!
 - Though the fundraising number is important, the percentage of members participating is also VERY important. We will take the 67 cents from your change purse if that's all you have on you! It still makes a difference!
- **So how can I help get us closer to the 100% participation goal?**
 - Encourage your committees to give! Challenge each committee chair to get

100% participation from their committee members. Recognize those committees who have reached that goal – we want them to know that we notice and we appreciate it.

- Keep reminding them. Sometimes, ALF slips off people’s radar in the hustle and bustle of a new member year, during run-up to Ole, the holiday season, the 5K push, Fete...our schedules are all very busy! But until we hit 100% participation, keep reminding them.
- **Are there any other extra incentives to donate?**
 - We are continuing our 1924 Society initiative, where those people who donate \$500 or more during the league year will be recognized and honored for their contributions.
 - Also, ANY donation to ALF gets you that little “Philanthropist” ribbon on your nametag for GMM. When people ask what that’s for, tell them! Spreading the word is so important to reaching our 100% participation goal.
- **Alright, I’m sold! Where do I sign up?**
 - Excellent! There are a couple of ways to donate. You can always donate online by logging on to the Members Only area of JLSA.org, then clicking on the blue “Donate Today” icon just above the navigation bar. Scroll down to “Annual Loyalty Fund,” and click on the “Donate” button. Follow the instructions to donate, and if your company matches, make sure you check the appropriate box on the payment page and give us your company’s name!
 - Still a little wary of modern technology? We always accept checks! Send your check to the JLSA Office, with a notation that the donation is for Annual Loyalty Fund.
 - Don’t trust banks, either? Bring your cash in a sealed envelope marked with your name and “Annual Loyalty Fund” to a GMM, Board Meeting, Committee Meeting, etc. Your Council VP or committee chair can get your donation to the right place!

THANK YOU for supporting JLSA and Annual Loyalty Fund! We are looking forward to a very successful fundraising year!