



*This letter was written by David Robson, a Senior at Rahway High School,  
a participant in the JA High School Heroes Program and a New Jersey Business Hall of Fame Ambassador.*

Dear JA Role Model,

As a student who has been positively affected by Junior Achievement (JA) and its programs in New Jersey, I am often asked, ***“What does JA mean to me?”*** I am grateful for the opportunity to share with you what this vital organization means to me.

The initials JA can stand for many different things such as, “just asking” in instant message shorthand or “Judge Advocate” for attorneys in the armed forces. Because JA is especially important to me, I have assembled the following brief list of what JA means to me and the youth of New Jersey.

**Junior Achievement is an organization that:**

- reached 28,882 of my fellow students in New Jersey during the 2006-2007 school year
- **brings real-world business experience** and **inspiring role-models** into the classroom
- is committed to teaching business education and financial literacy to underserved communities
- helps prepare the future workforce
- inspired me to become a teacher; and when I have my own classroom, I am looking forward to bringing the JA experience to my students

You are receiving this letter because you are already a friend to JA - perhaps your company has made a corporate donation, you have volunteered in a classroom, or participated in a bowl-a-thon. Please know how much that support is deeply appreciated, particularly by JA students like me.

Now that you know how much JA means to the youth of New Jersey, we ask you, ***“What does JA mean to you?”*** As the current school year is well underway, it is our sincere hope that you will consider making a personal donation to Junior Achievement of New Jersey (JA-NJ). Your generous support will ensure that future generations of New Jersey’s youth will receive the incredible benefits of JA’s programming.

Enclosed please find details about the opportunity to **significantly impact the lives of New Jersey’s youth.**

Wishing you all the best in the New Year,

*David Robson*

David Robson  
JA student, class of 2008 and future teacher