



ABA Business Law Section
Partnership with Junior Achievement
to
Promote Youth Financial Literacy

Getting Started

How to Get Your Firm Involved

About the Partnership

Business lawyers often witness firsthand the high cost of ignorance about personal finances. The ABA Business Law Section and Junior Achievement are partnering to promote youth financial literacy. Section leaders encourage members to volunteer themselves and their firms or law departments to teach Junior Achievement's financial literacy or other courses to students at levels K through 12.

About Junior Achievement

Junior Achievement is the world's largest organization dedicated to educating students from kindergarten through high school about financial literacy, workforce readiness, and entrepreneurship through experiential education programs.

What You Can Do

Volunteer your firm or law department to teach Junior Achievement's financial literacy or other courses to students at levels K through 12.

Are You Interested?

Contact the Section staff by phone at (312) 988-6398 or by email at Allyn.OConnor@AmericanBar.org. We'll arrange for your local Junior Achievement chapter to contact you.

Getting Firm Buy-in

Does your firm have a formal volunteer activity approval process? Is management involved? If so, here are some points that may appeal to firm managers as they consider getting the firm involved:

- Limited use of firm resources – the course materials are ready, the school has been selected, and local Junior Achievement staff will connect the classroom teacher with volunteers.
- Client partnering opportunities – more than one organization can volunteer for an individual Junior Achievement class or event. Corporations often volunteer their lawyer and non-lawyer employees to teach. This is an ideal opportunity for your attorneys to work with a client on a non-legal matter.
- Predictability – Junior Achievement classes and events last either a single day or for a few hours over the course of several weeks. Everything is scheduled in advance. There is no open-ended time commitment.

Firm managers may appreciate knowing the ABA Board of Governors approved the Section's partnership with Junior Achievement on this initiative. If you need a copy of the ABA approval memorandum, contact the Section staff.

Gauging Interest

Get an idea of how many attorneys at your firm may be interested in teaching financial literacy or other Junior

Achievement courses. Your firm probably communicates to its teams regularly, either firm-wide or within a particular office. Include a message in the next newsletter, intranet post or similar communication that goes out:

The transactional team at our firm is committed to improving financial literacy among the young people of our community. We'll be using Junior Achievement courses to provide financial literacy instruction to middle school and high school students in our area. Contact me if you are interested in teaching for a few hours next semester.

You may want to direct your message just to your firm's business lawyers or to the lawyers in a single office. The ABA Business Law Section has developed interest cards and a tri-fold brochure you may attach to your message. Contact the ABA staff for copies of these materials.

Once you receive indications of interest, you'll be ready to **schedule a general orientation session**. Contact your local Junior Achievement office. The education manager will arrange for a presentation that includes information about Junior Achievement, the programs it offers, the financial literacy curriculum, and the local schools it partners with.

At the end of your orientation session, ask attendees for volunteer commitments.

Is it Community Service or Pro Bono?

Check your firm's definition of pro bono. In many large firms, it will cover activities such as legal education for underserved populations. Some firm definitions include efforts to improve and expand access to the justice system for low- and moderate- income people ("Access to Justice").

To fall within a definition that references underserved populations, ask your local Junior Achievement office match your firm volunteers with a school in a lower-income area with significant free breakfast or free lunch program participation.

Where your firm's definition counts Access to Justice activities, consider that your firm's Junior Achievement volunteer efforts expose lower-income students to the legal profession and the practice of law, which indirectly improves access to our justice system.

If your definition includes providing legal education to underserved populations, focus your firm's efforts on Junior Achievement courses that cover the legal aspects of consumer credit or identity theft, such as *JA Personal Finance*.

Your firm's attorneys may be required to report their individual pro bono hours to their state licensing authority. They should consult the state's pro bono definition and reporting requirements to determine whether to include their Junior Achievement volunteer hours.

If your firm reports its aggregate pro bono hours to external bodies in connection with a challenge or a ranking report, check the definitions those entities use before including these hours. Some of these organizations include only hours expended on the direct representation of the poor.

Training

Once your attorneys have committed to volunteer, work with your local Junior Achievement office to identify the course that fits your firm's objectives and volunteer schedules. Ask the local JA education manager to arrange for the training at your firm. Schedule the training as close as possible to the start of the course. During the training, prepare your volunteers to work closely with the classroom teacher. The classroom teacher has valuable insight into what teaching methods work best with the students, and he or she can provide helpful feedback for use on future lessons.

Administration

Permit the attorneys in your firm to count their volunteer hours toward annual billing requirements. Set up a billing number for the activity. Let the Section staff know your firm has volunteered.

Partnering Opportunities

More than one organization can volunteer for an individual Junior Achievement class or event. Corporations often volunteer their lawyer and non-lawyer employees to teach. This is an ideal opportunity for your attorneys to work with a current or prospective client.

A local Junior Achievement office can assist in identifying partnership opportunities. In addition, your firm may, on its own, reach out to the local Association of Corporate Counsel (ACC) chapter pro bono committee to suggest partnering

Timing is Everything

In most parts of the country, the school year starts in late August or early September. Use the summer months to recruit your volunteers and acquaint them with Junior Achievement and its courses through a general orientation session. Request the class you'd like to teach as early as possible.

Stay Flexible

If your local Junior Achievement chapter is not able to arrange your desired volunteer opportunity immediately, ask what your firm can do to help overcome issues with timing, space allocation, or funding. Also consider other available opportunities – Junior Achievement has myriad programs to help young people prepare to enter the workforce and train to become entrepreneurs.

Resources

Let the Section staff know if you are interested in volunteering and would like to be contacted by your local Junior Achievement office. Contact the staff if you need promotional materials on the Section's partnership. The staff contact is Allyn O'Connor. She can be reached by telephone at (312) 988-6398 or by e-mail at Allyn.OConnor@AmericanBar.org.

Quick Checklist

- Contact Section staff
- Get firm buy-in
- Gauge interest
- Schedule general orientation
- Pick your class
- Train your volunteers
- Teach!