**Junior Achievement of Arizona Strategic Framework and Key Priorities 2022/23**

**Key Priorities**

* JA Inspire – significant expansion
* 3DE – plan, fundraise
* Outreach to Under-Resourced Communities – rural, tribal, foster, detention
  + JA Mobile Budgeting Program
* Major Individual Giving – increase major gifts and planned giving

**Programs**

**Deliver Impactful and Relevant Programs** to Arizona Students who need them most

* Strategic Partnerships – programmatic, influence, resources
* JEDI – low-income, ethnic diversity, Spanish language
* 3DE
* JA Inspire – significant expansion
* Outreach to under-resourced communities with limited access to JA; e.g., rural, tribal, foster, detention
* Pop-Up JA BizTown – exploration
* Pop-up/Mobile Budgeting (Finance Park/Map for Success)
* Volunteers – double from 2500 to 5000

**Resources**

**Increase Financial Resources** to Improve Financial Stability and Sustainability and Capacity to Innovate

* Individual Fundraising – Major Gifts over $5K, Summit Society, Recurring Giving
* Southern Arizona, JA BizTown Shops
* Government Funding

**Internal**

**Drive Internal Excellence --** Effectively steward resources; create a high-performing culture; embrace culture of innovative thinking; improve technology and space

* Staff Development – expertise, effectiveness, capabilities
* Board Development – increase engagement, diversity
* Staff Satisfaction and Retention
* Attracting Incredible Staff

**External**

**Increase Brand Value --** Drive key audiences to action

* Streamline/Simplify how think of JA – robust work readiness and financial literacy
* Increase awareness of JA as expert
* Positioning with governmental stakeholders