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Dear Mayor Jacque:

I am writing you to ask for your support in declaring Thursday, April 6, 2023 as Junior Achievement Day in Dyersville.

“Practice makes perfect.” – Benjamin Franklin

This is a quote we have heard from the time we were little even into adulthood. If you were an athlete, you heard it from your coaches, support staff, and parents. Now imagine this quote never existed and instead read, “Good luck. I hope it works out for you.” No one explained the rules of the game. No practice. No game plan. No coaches. Just go out there and do your best, kid, but your best wasn’t good enough. It would be unfair, but nobody would blame the player. They would blame the circumstances.

This type of scenario doesn’t happen in sports, but it does happen in the game of life. No one explains the rules. No discussions of how money works. No game plan for how education supports your future job or career. And certainly, no coaching about how to start or run a business. We’re told just go out there and do your best, kid. But our best isn’t good enough. We’re unprepared for the game. This time, though, people blame the player. Not the circumstances. A more fitting saying would be, “it’s a dog-eat-dog world” ...until now.

JA volunteers change the game for our students. They are the player that ignites those around them to do better and be better. They are the ones that young people need. Young people need someone to share their personal and professional experiences and skills to help them make the connection between what they learn in school and life outside the classroom. Someone they can relate to and yet aspire to be.

Our research shows that students who have experienced JA go on to have a greater belief in self and sense of purpose. They report higher levels of career satisfaction, confidence in managing money, and willingness to start and run a business.



By declaring April 6, 2023 as JA Day, you will recognize and celebrate JA's mission in Dyersville.

Enclosed is a copy of the proclamation. I ask that you copy the proclamation onto your city letterhead and sign. If possible, we would like to receive a copy for our records.

Please send to:

Junior Achievement of the Heartland
800 12th Avenue Moline, IL 61265
Email: makenzie.morris@ja.org | Fax: 309-736-1762

I hope you will join us in this special celebration. Thank you!

Sincerely,

Makenzie Morris

Marketing Manager