



**THE ASSOCIATION OF
JUNIOR LEAGUES INTERNATIONAL INC.**
Women building better communities®

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AJLI publicity toolkit

October 2007

how to's



Press Materials Creation Tips

PRESS RELEASE

- A press release is a factual document media outlets use to learn about your event/initiative/announcement. Press releases are typically structured using the inverted pyramid, i.e., begin with the most important/exciting information and end with the least important/generic information.
- Always include media contact information on your press release so reporters will know who to contact if they are interested in additional information.
- Reporters receive dozens of press releases and media alerts every day. Get creative with your headline to catch reporters' attention.
- A good press release includes a quote from your spokesperson that contains information that cannot be found elsewhere in the release. Statistics make for a newsworthy quote. If you do not have statistics, a spokesperson's expertise or personal connection to the initiative can also be compelling.
- Always include a boilerplate at the end of every release. A boilerplate is a one paragraph description that provides background information about your League. It should not change unless you are updating key statistics, facts or data.
- See sample press release in the templates portion of the Publicity Tool Kit.

MEDIA ALERT

- A media alert is made up of all facts and contains no fluff. Include concise details on the who, what, where and when about your event. You may use the headline from your press release to catch a reporter's attention.
- Always include "photo/interview opportunity" at the top of the media alert, above the headline when applicable.
- To keep track of media who may be attending your event, include a request that reporters confirm that they will be attending.
- See sample media alert in the templates portion of the Publicity Tool Kit.

CALENDAR LISTINGS

- Calendar listings are local event listings that tell the public the who, what, where and when of your event.
- Send submissions for calendar listing as an abbreviated media alert to print media. Include a one or two sentence description of the event and bullets describing where and when.
- You should only submit your event for a calendar listing if your event is open to the public or non-Junior League members.

KEY MESSAGES

- Key messages are the most important points you would like the media and the public to take away from your event/initiative/announcement, like the name of your event, its purpose and the time and place of the event.
- Key messages should be concise. Try to identify no more than three key messages for your event/initiative/announcement. As media has little time to

spend learning about your event, these are the most important items for you to present to them upfront.

- Key message documents are internal documents that should not be shared with the media. They should be used to create your press materials.
- Train your spokesperson using your designated key messages so she/he knows what points to hit.



Pitch Angles

Pitch angles are ideas to offer to local lifestyle and community media as the basis for a story that in some way represents your Junior League.

Pitch Theme	Story Detail
The Junior League is an organization of women volunteer leaders who make a positive impact in their communities.	<ul style="list-style-type: none"> • The Junior League develops effective initiatives designed to meet our community's needs • Site events and programs that are accessible to the public • Provide compelling statistics about results from programs or services • Identify and highlight community members who have been impacted
The Junior League is committed to promoting voluntarism.	<ul style="list-style-type: none"> • The Junior League collaborates with other nonprofits, including the Boys & Girls Club, YMCA, schools, local government, shelters, etc. (cite local examples) • Identify community members/organizations impacted by Junior League volunteer efforts • Cite the number of volunteer hours your League contributes each year
The Junior League develops the potential of its members.	<ul style="list-style-type: none"> • The Junior League offers leadership training and experience to its members • Identify League members who can speak to how the Junior League has trained and empowered them to make a contribution to improving their community • Provide information on some of the leadership programs/training members receive
The Junior League's long heritage of improving our community continues today.	<ul style="list-style-type: none"> • Identify landmark dates or milestones to showcase your League's legacy • Include major community projects that have been completed and highlight their impact • Cite current programs that build upon your legacy



CREATING KEY MESSAGES FOR YOUR LEAGUE

These messages provide guidelines for creating messages for your Junior League.

Message #1

The Junior League of [insert name] is an organization of women volunteer leaders dedicated to making a positive impact in our community. We are part of The Association of Junior Leagues International, which represents 293 Junior Leagues with over 165,000 members across four countries.

Message #2

The Mission of the Junior League of [insert name] is to promote voluntarism, develop the potential of women and improve communities through the effective action and leadership of trained volunteers. Our organization is exclusively charitable and educational.

Message #3

Members of the Junior League of [insert name] are accomplished collaborators who identify community needs, build coalitions and develop effective and responsive programs to serve those needs.

Message #4

During our [##]-year history, the Junior League of [insert name] has helped improve our community through [insert brief descriptions of major community contributions].

Message #5

Today, the Junior League of [insert name] supports programs such as [insert programs] through both volunteer action and fundraisers such as [insert key fundraisers].

Message #6

Through leadership training and development, the Junior League of [insert name] empowers women to take action to improve our community. Some of the most well-known Junior League community leaders are [insert names of members or former members who are known as volunteer/civic leaders].

Event Outreach Timeline

4-6 Months Before Event

- Reach out to *magazines* for coverage in the issue for the month of your event.
- *Magazines* close 1-3 months before their publication date to allow time for layout, printing and shipping.

2-4 Months Before Event

- Reach out to *regional magazines* for coverage in the issue for the month of your event, i.e., *Aspen Peak, Atlanta Peach, Ocean Drive, L.A. Confidential*, as regional publications often have shorter lead times than national magazines.

2-4 Weeks Before Event

- Begin pitching stories or interviews to *television stations, newspapers, radio* and *online* outlets.
- Send in calendar listings to *newspapers* and *online* outlets.

2-5 Days Before Event

- Fax media alert to *television station* assignment desks, *newspaper* assignment and photo desks and *radio* stations.
- Call *television station* and *newspaper* assignment desks to ask if they are interested in photo/interview opportunities at event.

Day Before Event

- Fax media alert to *television station* assignment desks, *newspaper* assignment and photo desks and *radio* stations.
- Call *television station* and *newspaper* assignment desks to ask if they are interested in photo/interview opportunities at event.

Day Of Event

- Fax media alert to *television station* assignment desks, *newspaper* assignment and photo desks and *radio* stations before 6AM for morning event or before 10AM for afternoon event.
- Call *television station* and *newspaper* assignment desks and radio stations to confirm if they are sending crews, reporters or photographer and to confirm interview times.

Post-Event

- Follow up with *all attending media* to make sure they have all necessary information and to find out when stories will run.
- Service images with caption to photo desks at *newspapers, magazines* and to *online* outlets.
 - A caption is one or two sentences that succinctly describe the action the image depicts.
- Pitch post-event stories with details of event and impact made to *newspapers, television stations, radio stations* and *online* outlets.



Pitching Tips

These days, reporters and producers find it easier to receive email pitches that quickly outline your story idea and how it might work for their media outlet. Reporters are busy people; you may only have one minute to impress upon them the importance and relevance of your story idea. Be sure to follow up on every pitch to receive feedback from reporters. Use these tips to help you construct a strong, successful pitch.

MAGAZINES

- Consider a magazine's regular columns and features and how your story might fit in a particular section. Once you have identified a section for your story, reach out to the designated reporter with your pitch. If you do not have their contact information, call the magazine and ask who works on that section. Email the reporter with your story idea, which should be straight to the point and should include details of the trend, interview subjects, key statistics and images.
- Keep the reporter's story format in mind. The clearer you make it that your story falls neatly into their section, the more likely they will be to use it.
- Call the reporter to follow up on your proposed story idea the day after you send the email to discuss the story's suitability for that reporter and publication.
- Lead time: 4-6 months

NEWSPAPERS

- Articles and Columns
 - Research past issues and online records to find a reporter who has covered a topic you plan to pitch. Email the reporter with details of your story including the trend, interview subjects, key statistics and images.
 - For event coverage, fax a media alert to assignment desks and/or photo desk.
- Calendar Listings
 - Submit abbreviated media alert featuring who, what, where and when of your event to calendar listings editors.
- Lead time: 1-2 weeks for articles and columns, 2-5 days for calendar listings

BROADCAST

- Invite broadcast media to attend photo/interview opportunities with a media alert that bullets out the who, what, where and when for your event.
- Pitch segment ideas and in-studio appearances with emails to segment producers offering clear details as to the subject of the interview and trend it represents and the deliverables you can provide for the interview, i.e., media-worthy spokesperson, key statistics and images.
- Sometimes broadcast interviews will be taped and edited to be more concise, and then aired on a later date.
- Lead time: 1-5 days for an event, 2-4 weeks for a segment

RADIO

- Email program directors to offer your spokesperson as an interview subject on-air to discuss a current trend or need in the community. Your spokesperson should be able to discuss your League's coming events/initiatives. Be sure to include details on the topic and the expertise offered by your spokesperson.
- Sometimes radio interviews will be taped and edited to be more concise, and then aired on a later date.
- Lead time: 1-5 days for an event, 2-4 weeks for a segment

ONLINE

- Treat online reporters the same as you would newspaper reporters, except know that their deadlines are shorter, and they are able to turn a story around in a shorter period of time.
- Lead time: 1 day-2 weeks

OTHER TIPS

- Following up is the most important part of pitching. Don't be afraid to call a reporter multiple times until you receive a verbal or written confirmation. If they pass, it is still a confirmation that they read and considered your pitch.
- Don't get discouraged! There are many reasons why a reporter may not choose to cover your story, i.e., breaking news, recent coverage of similar topic, etc.
- Be respectful if a reporter tells you they are on deadline. Ask when might be a better time to speak with them about your story idea.



Photography Tips

Event Photography

It is important to orchestrate a photo opportunity at your event. A good photo tells a story about the event. Your event photographer should capture the atmosphere and activities but should also be sure to capture any local celebrities and Junior League spokespeople and key members. Be sure to feature the most notable people in the shot. Include a Junior League identity visual when possible.

Servicing Photography

Photographs are placed alongside news stories or as stand-alone images to help tell a story. Identify 2-3 select images from your event or initiative that most interestingly depict the story you are hoping to communicate.

If you are working with a reporter on a story, this contact will likely be your point person to receive photography, or you will be directed to their art/photo department.

If you hope to place an image as a stand-alone item or to run in a photography-driven column, call your local newspaper or magazine's editorial department to inquire about their preferred method of receiving images for consideration. Send all images with a caption to offer the reporter the context of the image.

Writing Photography Captions

Captions should succinctly describe the action the image depicts, and include the who, what, where and when to offer the reporter the full context of the image. Captions should be no more than one to two sentences.

Refer to the key messages for your event or initiative. Weave in an important point from your messaging into the caption to make sure your most important messages are represented. Be sure to include the full name of any key persons pictured and the name of the event or initiative when applicable.

Example:



Photos by Tia Owens-Powers/The Town Talk

Garrick Banks enjoys a piece of apple as Heather Poole, a kindergarten teacher at Nachman Elementary School, asks him to take another bite at a Junior Leagues' *Kids in the Kitchen* event hosted by the Alexandria Junior League at the Boys and Girls Club in Alexandria. The event was used to address issues on childhood nutrition and obesity and to give kids ways to make healthy eating fun.

Image from *The Town Talk*, Alexandria, La., March 22, 2007.



CREATE YOUR OWN PRESS KIT

FACT SHEET

- **Mission**
- **Reaching Out Statement**
- **Purpose/Focus Area**
- **Description of Local League**
For example: years in community, number of members, how League functions
- **Junior League Community Impact/Service**
For example: description of role in community, signature/key initiatives
- **Membership**
For example: description of how one can become a member, process, tiers of membership, etc.
- **Junior League Resources**
For example: list website, any publications, any grant opportunities
- **Contact Information**

HISTORY/BACKGROUND

- **Timeline of important events/milestones in League's history**

AWARDS (optional)

- **List awards chronologically**

PRINT MATERIALS

- **Brochures**
- **Newsletter**
- **Annual Report**

****See the AJLI Press Kit as an example****



Spokesperson Selection

The League President is always the Junior League spokesperson unless she designates another League member for a specific reason. For example, a member may have specific expertise in a certain area, i.e. literacy, advocacy, etc.

When selecting a League member as a spokesperson, Presidents should identify someone who is knowledgeable on the subject and/or initiative and is comfortable speaking to the media. Your League may have more than one spokesperson, as designated by the President, and rotate them based on their area of expertise.

When selecting a non-League member as a spokesperson, consider the following attributes of your candidates:

- Local/regional/national celebrity
- Expertise in field related to initiative
- Ability to communicate message points effectively

Spokesperson Training

Take time to review the initiative's key messages with your spokesperson and work with her/him to shape the messages into comfortable, conversational statements. It is the spokesperson's goal to deliver these key messages during the course of the interview. Encourage your spokesperson to incorporate her/his personal experiences and expertise. Remind them that their key messages should flow naturally in the conversation.

Brief the spokesperson on topline elements about the initiative and the League so they are prepared to answer questions the media may ask.

Remind your spokesperson to speak slowly and clearly.



Member Training as League “Spokespersons”

League members act as unofficial spokespeople and representatives of the League everyday. Encourage your League members to talk about their experiences with people they meet. You never know when someone you are speaking with might be interested in becoming a League member, partner or sponsor.

Keep your League members updated with news of upcoming events and initiatives so they can spread the word!

Below are a few samples of “Elevator Speeches,” these are approximately 30-second speeches that hit key points and aspects of your League’s Mission, community activities and effectiveness.

Elevator Speech Examples:

“The Junior League of Washington is an organization that improves the lives of women and children in DC. Right now, one of our programs helps disadvantaged DC youth succeed in high school by improving their reading and math skills. Our 2,100 female members are trained to be volunteer leaders. Over that past 80 years we have contributed millions of volunteer hours and more than \$4.6 million to the DC community. I am currently involved with our XYZ project.”

“The Junior League of the City of New York is an organization of women volunteer leaders who have been improving the lives of women and children in Manhattan for over 105 years. Extensive training enables us to work with 29 community-based organizations to make our community a better place to live. We make families safer by helping to reduce domestic violence and help underserved New York youth develop life skills through education in the arts. I am currently involved with the XYZ project.”

“The Junior League of Columbus is an organization of women volunteer leaders. We raise funds and train volunteers to help make our community a better place to live. We focus on keeping kids safe by helping them avoid harmful behaviors like drug and alcohol abuse. Our projects such as HOOPS! Basketball Tournament and Clinic enable middle school girls to build the self-esteem, leadership and teamwork skills they need to lead healthy lives. I am currently involved with XYZ project.”

Using Your League's Website as a Publicity Tool

Your League's website is one of the most accessible means by which the general public can learn about your League. Whether it is a potential new member, media contact or possible sponsor, they will all come to your League's website to get to know your League.

Homepage

Your League's homepage is where your League can make its first impression. Making your homepage inviting and easy to use will appeal to anyone visiting your site. Keep your homepage simple and clean. Think of it like the cover to a book, eye-catching and to the point. Don't overwhelm your audience with too much information at once. Keep the key points, such as your League's Mission statement or a tagline front and center. Encourage users to delve deeper into your site with small blurbs on your homepage highlighting recent community projects or fundraising opportunities that act as links to more detailed descriptions further within the site. Use images and other graphics to present the face of your League and of the community your League serves. You only get one shot at a first impression, so be sure to make it a good one.

Providing Information

A League website is an ideal way to spread information to the general public. Potential new members might look to your League's website to learn about what it takes to be a Junior League member. The media might search for information on the history of your League and its impact on the community. Potential sponsors may want to read about the successes of various projects and initiatives that your League is responsible for. There are many ways in which information can be shared about your League, so just be sure to keep it organized so that it's easy to find and read.

Keep it Organized

When categorizing your League's website content, use straight-forward categories such as "community projects", "fundraising," "press" or "contact". This will give the user a clear understanding of where to find what they're looking for. Having a search feature helps users quickly find information, but make sure that your website content is easily searchable by labeling your site pages with keywords and specific dates when possible. If you have content intended for members only, then make sure to keep it within an area that only members can access. Items like member affinity group events and meeting announcements should typically be kept off of areas like the public homepage and should instead be featured in the members' area.

Keep it Up-To-Date

Regular maintenance of the information you present on your League's website is critical in keeping your League's efforts relevant and up-to-date. Having a League website makes it convenient for users to stay posted on League news and events, so regular updates will ensure that you are continually communicating with your audience and keeping them engaged. Updated contact information will further the accessibility of your

League and reassure users that there are more ways to gain information should they need it.

Maintaining a Brand

No matter how you use it, your League's website will expose your League to a wider audience. This audience will be looking to the site as the face of your League; therefore, your League's branding should be seen consistently throughout the site. Items like your League's logo should be present on every page of your website. Make sure that your League's website follows all guidelines presented in the Identity Standards manual. Two copies of this manual were distributed to each League in September 2006 in the white Communications Connection binder. The Identity Standards manual can also be found in the Members Area of www.ajli.org.

templates



Underwriting: [INSERT ITEM FOR UNDERWRITING]

An outstanding opportunity to:

- [INSERT 3-4 BULLET-POINTED GENERAL BENEFITS OF WORKING WITH THE JUNIOR LEAGUE AND OF UNDERWRITING THE SPECIFIC PROJECT]

Underwriting Opportunity - \$[INSERT AMOUNT] – [INSERT ITEM FOR UNDERWRITING]

[INSERT PARAGRAPH ON HOW THE UNDERWRITTEN ITEM RELATES TO THE LEAGUE'S MISSION AND ROLE IN THE COMMUNITY]

Underwriting Benefits

- [INSERT BULLET-POINTED TERMS/BENEFITS FOR THE UNDERWRITER, i.e. A LINK ON THE LEAGUE HOMEPAGE, RECOGNITION AS A PARTNER, CONTINUED COMMUNICATION WITH LEAGUE MEMBERS, ETC.]

Sponsorship Contribution

\$([INSERT AMOUNT]), payable as follows:

[INSERT PAYMENT INFORMATION/DETAILS]

For additional information, please contact:

[INSERT NAME]
[INSERT TITLE]
[INSERT LEAGUE NAME]
[INSERT PHONE NUMBER]
[INSERT EMAIL ADDRESS]

[INSERT JL or PROJECT LOGO]

A Partnership Opportunity



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Why Partner with the Junior League?

- **JL Members are INFLUENTIAL: “Roper Influentials”:**
41% of JL members are “Roper Influentials” – political and social trendsetters. These women are a commanding force in the marketplace in terms of their purchasing habits, as well as the wide circle of friends and associates to whom they provide advice and guidance
- **Renaissance Women: Using GFK NOP’s LifeMatrix System,**
37% of JL members are Renaissance Women, 25 points higher than women on average. They are affluent, high-energy women. They are able to balance work, family and a myriad of cultural and educational activities. Digital products and services play a central role in the day-to-day management of their households
- [INSERT LOCAL LEAGUE STATISTICS/DETAILS]



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Opportunity to Make an Impact

Together we have an extraordinary opportunity to:

- [Add top three community-related outcomes]



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Demonstrated Need

- [Add 1-4 most compelling findings/statistics from research or needs assessments for the program to be sponsored]



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Program Goals

- [ADD TOP THREE PROGRAM GOALS]



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Program Elements

- [INSERT PROGRAM ELEMENTS]

- [IF AN ONGOING PROGRAM, INSERT BULLET POINTS ON PROGRAM ACHIEVEMENTS TO DATE]



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Timing

- [INSERT IMPLEMENTATION/TIMING DETAILS ABOUT PROGRAM]



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Benefits for Local Sponsors

- Inclusion in League media materials
- A role in an event and/or any local press conferences
- Announcement on local Junior League website, including a link to the appropriate page on your website
- Mention in the Junior League of [insert league] newsletter
- Use of sponsor's product (if appropriate) at local **Junior League** events
- Signage at local **Junior League** event(s)
- Special recognition by speaker at local **Junior League** event
- [INSERT ADDITIONAL BENEFITS, IF APPLICABLE]



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Partners to Date

[Add local information here]



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What Our Partners Say...

[Add testimonials here]



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President/President-Elect Press Release Template

Use the below press release template to announce the selection of your incoming President and President-Elect. Let press know in your pitch letter or call if images of the President or President-Elect are available.

[Insert League Logo]

MEDIA CONTACT:
[Insert Name]
[Insert Phone Number]
[Insert Email]

[INSERT NAME] NAMED [PRESIDENT/PRESIDENT-ELECT] OF THE JUNIOR LEAGUE OF [INSERT CITY]

[INSERT CITY] – [Insert Date] – Local resident, [Insert name], has been named President of the Junior League of [Insert city]. [Insert last name] epitomizes the Mission of the Junior League of [Insert city], which states [insert mission], and has been an active volunteer in the [Insert city] community for many years.

[Insert quote from League spokesperson]

[Insert biographical details about President/President-Elect including League participation, awards, community involvement and contributions, education and profession]

[Insert quote from incoming President/President-Elect]

[Insert details about term and responsibilities of position]

ABOUT THE JUNIOR LEAGUE OF [INSERT CITY NAME]

[Insert boilerplate]

###



New Member Press Release Template

Use the below press release template to announce the induction of your new member class to the press. Include any superlatives about the class, i.e. largest in size in League history, if applicable.

[Insert League Logo]

MEDIA CONTACT:
[Insert Name]
[Insert Phone Number]
[Insert Email]

JUNIOR LEAGUE OF [INSERT CITY] INDUCTS [INSERT YEAR] NEW MEMBER CLASS

[INSERT CITY] – [Insert Date] – The Junior League of [Insert city] is pleased to welcome the [Insert number of new members] members of the [Insert year] new member class to their growing ranks.

[Insert quote from League President]

[Insert details about the members of the new member class and their upcoming activities, including welcoming activities]

[Insert quote from new member]

[Insert details about League including total number of members and recent and ongoing initiatives]

[Insert sentence regarding selection process and frequency of new member class and how to get information on membership]

ABOUT THE JUNIOR LEAGUE OF [INSERT CITY NAME]

[Insert boilerplate]

###

FOR IMMEDIATE RELEASE

CONTACT: [Insert Contact]
[Insert title]
Junior League of [Insert name]
[Insert phone number]
[Insert email]

**DELEGATES FROM JUNIOR LEAGUE OF [INSERT NAME] ATTEND
INTERNATIONAL CONFERENCE CELEBRATING THE POWER OF WOMEN
VOLUNTEERS IN [INSERT LOCATION] [INSERT DATE]**

***[INSERT NUMBER] Annual Association of Junior Leagues International
Conference Provides Forum for Women Volunteer Leaders from Four Countries;
Keynote Speakers Include [INSERT SPEAKERS]***

[LOCATION] – [INSERT DATE/YEAR] – The power of women’s volunteer leadership and the ability to transform local communities through voluntarism were the themes behind the [INSERT NUMBER] Annual Association of Junior Leagues International Inc. (AJLI) Conference held at the [INSERT LOCATION] from [INSERT DATES]. Delegates from the Junior League of [INSERT NAME] joined more than 700 delegates from Leagues in four countries to share ideas, recognize accomplishments and develop leadership skills – all focused on the Junior League Mission of providing volunteer support to local communities.

“For more than one hundred years The Junior League has been a powerful training ground for women leaders who are committed to making their communities better, safer and healthier places to live,” said [INSERT NAME/TERM OF AJLI PRESIDENT]. “Providing training and recognizing members’ accomplishments at our Annual Conference lets us further build the integral role women play in strengthening social services, raising awareness of key issues and funding important community initiatives.”

[INSERT PARAGRAPH ON KEYNOTE SPEAKERS AND CONFERENCE PARTNERS]

Other highlights of the conference were workshops on topics ranging from growing leaders through service to being a civic leader to strategic fund development, as well as exhibits from numerous nonprofit organizations.

One of the most prestigious awards, the Mary Harriman Community Leadership Award, which is named after the founder of the Junior League Movement, recognizes one Junior League member whose ability to motivate volunteers, overcome challenges and create positive change as an inspiration to women everywhere. Past recipients have included the Honorable Sandra Day O’Connor, U.S. Supreme Court Justice; Martha Rivers Ingram, chairman of Ingram Industries, Inc.; and former Missouri State Senator Betty Sims. This year’s award was presented at a luncheon on [INSERT DATE], underwritten by Talbots.

[INSERT LEAGUE PRESIDENT QUOTE]

-- More --

The annual Association of Junior Leagues International conferences provide an occasion to spotlight the widespread impact of the network of 293 Junior Leagues' volunteer efforts and share the contributions of individual Leagues to their communities. One such example is [INSERT DESCRIPTION OF LOCAL PROJECT]

[INSERT YOUR LEAGUE DESCRIPTION]

Founded in 1901 by New Yorker Mary Harriman, The Junior Leagues are organizations of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. The Association of Junior Leagues International is made up of 293 Junior Leagues in four countries. Together, we are one of the largest international volunteer organizations for women interested in making a positive impact in their communities. For more information, visit our website www.ajli.org.

###



Community Program Press Release Template

Use a press release to give media details on a community program or initiative hosted by your League. Include details on the program, dates of important events, quotes from your League's President or program spokesperson and any additional information for media to understand the program and how it represents your League.

Please see the below press release template for the announcement of the Junior Leagues' *Kids in the Kitchen* program as an example for your community program press releases.

[Insert League Logo]

MEDIA CONTACT:
[Insert Name]
[Insert Phone Number]
[Insert Email]

JUNIOR LEAGUE OF [INSERT CITY] ANNOUNCES SECOND ANNUAL CHILDHOOD OBESITY AND NUTRITION EDUCATION INITIATIVE

More Than 200 Leagues Unite to Educate Children on Importance of Eating Well and Staying Healthy as Part of Junior Leagues' Kids in the Kitchen Activities

[Insert City] ([Insert date]) – The Junior League of [Insert city] announced today they will participate in the second annual education initiative on childhood obesity and nutrition, entitled Junior Leagues' *Kids in the Kitchen*, with more than 200 Leagues from The Association of Junior Leagues International Inc. (AJLI). With the goal to raise awareness and help reverse the growth of childhood obesity and its associated health issues, the Junior League of [Insert city] [Insert activity including date and location].

This initiative, which was launched by over 200 Junior Leagues in 2006, is a response to the alarming statistics about childhood obesity, including the fact that one in four of the children and adolescents in Canada is overweight or at risk of becoming overweight.¹

¹ *Canadian Association for Health, Physical Education, Recreation and Dance*

[Insert quote from *Kids in the Kitchen* spokesperson or League President]

[Insert description of local activities, including information on all participating sponsors, partners, community leaders and chefs]

[Insert quote from participating community leader or chef, if applicable]

As children are more likely to eat foods that they helped prepare, the Junior Leagues offer an online recipe collection featuring kid-friendly, nutritious recipes from celebrities, chefs and athletes. The website also features downloadable nutrition and exercise tips, quizzes to test kids on their nutritional knowledge and nutrition games, an entertaining way for kids to learn guidelines for daily food consumption and physical activity, tailored to their nutrition and fitness needs. The *Kids in the Kitchen* website, which launched in February 2006, can be found at <http://kidsinthekitchen.ajli.org>. [Mention link to site on your website, if appropriate]

Hundreds of thousands of children and their families will have the opportunity to enrich their lives and palates with recipes, tips and activities from Junior League members through the Junior Leagues' *Kids in the Kitchen* initiative. The Junior Leagues believe that education is the first step to making a lasting change in children's future.

ABOUT THE JUNIOR LEAGUE OF [INSERT CITY NAME]

[Insert boilerplate]

#



Community Program Media Alert Template

A media alert tells press the who, what, why, where and when about your event. Make the document straight to the point, and keep it to one page.

Please see the below media alert template for the Junior Leagues' *Kids in the Kitchen* program as an example for your community program media alerts.

[Insert League Logo]

MEDIA CONTACT:
[Insert Name]
[Insert Phone Number]
[Insert Email]

PHOTO/INTERVIEW OPPORTUNITY

Junior League of [Insert City] Hosts *Kids in the Kitchen* Event

*League Members [Insert Community Leader/Chef Name]
to Teach Local Families [Insert Activity Lesson]*

WHAT: The Junior League of [Insert City] will host [Insert activity] as part of their international childhood obesity and nutrition education initiative, Junior Leagues' *Kids in the Kitchen*. Local children are invited to [Insert activity detail] with [Insert Community Leader/Chef].

WHO: The [Insert City] Junior League will join children and their families at [Insert event details].

[Insert Community Leader/Chef name, one sentence biography and name of organization.]

WHY: The Junior Leagues' *Kids in the Kitchen* initiative is a response to the alarming statistics that nearly one-third of children and adolescents in the United States are overweight or at risk of becoming overweight¹ and that childhood obesity has been shown to be the leading cause of many health issues including pediatric hypertension, Type 2 diabetes and

¹ Centers for Disease Control and Prevention, Atlanta, Ga.

coronary heart disease.² Recent studies now estimate that nearly half of the children in North and South America will be overweight by 2010.³

The Junior League believes education in local communities is the first step to raising awareness and attempting to reverse the growth of childhood obesity and its associated health issues.

WHEN: [Insert date]

WHERE: [Insert location]

###

² American Obesity Association, Washington, DC.

³ *International Journal of Pediatric Obesity*



Award Press Release Template

Use the below press release template to announce a notable award received by the League to the press. The below release template can be amended to announce an award received by a member of your Junior League.

[Insert League Logo]

MEDIA CONTACT:
[Insert Name]
[Insert Phone Number]
[Insert Email]

JUNIOR LEAGUE OF [INSERT CITY] HONORED BY [INSERT INSTITUTION OFFERING AWARD] [WITH/FOR] [INSERT AWARD NAME OR WHAT THE AWARD RECOGNIZES]

[Insert Sub-Heading with Notable Fact about Award, i.e., Recipient for Second Year or Fact about Why League Was Chosen]

[INSERT CITY] – [Insert Date] – The Junior League of [Insert city] was recognized with [Insert Award Name] from the [Insert Institution Offering Award] for [Insert why League was Honored] on [Insert Date]. [Insert notable fact about Award or why League was honored]

[Insert quote from Institution Offering Award spokesperson, as provided by Institution]

[Insert details about the award-winner activities and key members involved]

[Insert quote from League spokesperson]

[Insert details about award and selection process]

ABOUT THE JUNIOR LEAGUE OF [INSERT CITY NAME]

[Insert boilerplate]

###

[Insert League Logo]

MEDIA CONTACT:
Jane Doe
212-555-1234
janedoe@jlgotham.org

THE JUNIOR LEAGUE OF GOTHAM HONORED BY NEIGHBORHOOD CARE SERVICES WITH THE 2007 COMMUNITY SERVICE AWARD

GOTHAM, NY – January 1, 2008 – The Junior League of Gotham was recognized with the 2007 Community Service Award by Neighborhood Care Service on Dec. 31, 2007, for their work at the Junior League of Gotham Women’s Center (JLGWC). Members of the Junior League of Gotham raised more than \$75,000 for the Gotham Women’s Center in 2007 and contributed countless hours working with the women sheltered at the Center.

Founded in 2002, the Junior League of Gotham Women’s Center works to provide short- and long-term housing for women and their children while helping them to address issues such as secure employment, reuniting with their families, financial or legal problems, pursuing educational goals and locating permanent housing.

“The mission of the Junior League of Gotham Women’s Center is to help women learn important life skills so they will be able to stand on their own and support their children,” said Sally Smith, President of the Junior League of Gotham. “Our members and volunteers are honored by this award, and we thank Neighborhood Care Services for being such an important partner in this endeavor.”

Every year, Neighborhood Care Services selects a member or entity in the community that has offered an exemplary service to the community of Gotham to receive the Community Service Award. The Junior League of Gotham also won this award in 2006 for their Junior Leagues’ *Kids in the Kitchen* childhood obesity and nutrition education activities and in 1999 for the revitalization of Gotham Square Park. “We continue to be impressed by the Junior League of Gotham’s dedication to empowering the members of our community to live happier, healthier lives,” said John Jones, executive director of Neighborhood Care Services. “Their contributions to the JLGWC will continue to improve the welfare of hundreds of women in our neighborhood.”

ABOUT THE JUNIOR LEAGUE OF GOTHAM

The Junior League of Gotham is an organization of 1,500 women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. On an annual basis, the Junior League of Gotham contributes more than five hundred thousand dollars to the Gotham community, and its members volunteer approximately 75,000 hours. For more information about the Junior League of Gotham, call (212) 555-1234 or visit www.jlgotham.org.

#



Letter to the Editor Tips

Write a letter to the editor to respond to a specific article on an issue on which your League is working or would like to comment.

Tips on writing a letter to the editor:

- Name the article and reporter to which you are referring
- Use statistics or research when applicable
- Keep your letter brief
- Check with your local newspaper for letter to the editor guidelines, as many papers have word count restrictions

Please see an example letter to the editor below from the Junior Leagues' *Kids in the Kitchen* initiative.

[Insert editor contact information]

Dear [Insert editor name],

In response to the article “[insert article headline]” published on [insert date] about [insert relevant subject], I would like to share the steps our local Junior League is taking in our continued commitment to raise awareness and attempt to help reverse the growth of childhood obesity and its associated health issues. The [Insert city name] Junior League is one of more than 200 Junior Leagues across four countries that will be participating in the second annual education initiative on childhood obesity and nutrition entitled Junior Leagues' *Kids in the Kitchen*.

Nearly one-third of children and adolescents in the United States are overweight or at risk of becoming overweight,¹ and childhood obesity has been shown to be the leading cause of many health issues including pediatric hypertension, Type 2 diabetes and coronary heart disease.² Recent studies now estimate that nearly half of the children in North and South America will be overweight by 2010.³ The Junior League of [Insert city] decided to participate in this League-wide initiative as a way to give children and their families in our own community the tools they need to make nutritious eating and healthy lifestyle decisions and to make an impact in this impending international epidemic.

On [Insert date], we will [Insert brief description of activities] at [insert location], and we will be joined by [Insert any local celebrities, chefs, politician or community leader]. We have also launched an interactive website which features kid-friendly, nutritious recipes,

¹ Centers for Disease Control and Prevention, Atlanta, Ga.

² American Obesity Association, Washington, DC.

³ *International Journal of Pediatric Obesity*

tips and recipes of the day, as well as quizzes to test kids on their nutrition knowledge. Recipes and tips can be printed out and pasted on index cards to share with friends. The virtual cookbook is available at <http://kidsinthekitchen.ajli.org>.

Education is the first step in making a lasting change in our children's futures and is a necessary step in making childhood obesity an issue of the past.

Sincerely,
[Name]

[Insert League contact information]

press kit

AJLI Fact Sheet

Mission

The Association of Junior Leagues International Inc. (AJLI) is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Reaching Out Statement

Junior Leagues reach out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

Purpose

The purpose of the AJLI is to add value to its member Leagues in their fulfillment of The Junior League Mission.

What is AJLI?

AJLI is based in New York City and provides comprehensive consultation, training and other support services that assist the leadership of the 293 Junior Leagues throughout Canada, Mexico, the United Kingdom and the United States.

AJLI is governed by a 20-member Board of Directors, all of whom are members of the Junior League in their communities. The Board is accountable to the Leagues for the development of goals, which enhance Leagues' ability to fulfill The Junior League Mission. The Board also ensures that AJLI provides services to Leagues that support established goals.

Funding

AJLI is a 501(c)3 not-for-profit organization. All of AJLI's programs and activities are supported by membership dues, foundation and corporate grants and revenue-producing efforts.

AJLI Services

Consultation and Training

AJLI's professional staff provides services to Junior League leaders through individual consultations, regional training sessions and Association-wide meetings. Each League has a designated liaison to help Board members and Committee Chairs access valuable resources. Areas of assistance include:

- Community programming development
- Organizational leadership training
- Sound financial management
- Effective fund development
- Comprehensive marketing communications
- Long-term strategic planning
- Membership development, training and retention

League Networking

AJLI offers numerous opportunities for Leagues to learn from each other through participation in Organizational Development Institutes that educate and train emerging League leaders, leadership meetings for Presidents and Presidents-Elect and the AJLI Annual Conference. The AJLI website, www.ajli.org, also offers opportunities for League networking through message boards, information about Awards and Best Practices, and the Junior League Contact Directory, which provides contact information for Leagues and their Boards as well as facts and data about League activities.

AJLI Resources

Publications

The Association produces a number of resources to provide technical assistance, background information and strategies for community impact, public awareness and nonprofit management. Topics range from Diversity & Inclusion to Training in a Box to Personnel Practices. In Summer 2002, AJLI introduced *Connected*, the Junior League newsletter, which highlights the activities of Junior Leagues and Junior League members. The latest issues of *Connected* are available for download on the AJLI website.

AJLI Websites

The AJLI website at www.ajli.org is an important resource for all Junior League members. It provides information about the history of the Junior Leagues, the role of AJLI and a wide range of AJLI products and services available to Junior League leadership and members.

The Members Area on the site features AJLI resources such as the Junior League PR/Marketing campaign materials, training materials and calendars for AJLI Leadership meetings and Organizational Development Institutes and a host of other valuable information sources.

AJLI also has a website designed to help address the issue of childhood obesity through AJLI's Junior Leagues' Kids in the Kitchen initiative: <http://kidsinthekitchen.ajli.org>. The website provides interactive nutrition games for children, healthy recipes and educational resources from a variety of international partners to help empower the children to develop healthy habits.

For more information about AJLI, please contact us at:

The Association of Junior Leagues International Inc.
80 Maiden Lane, Suite 305
New York, NY 10038

p: 212.951.8300 f: 212.481.7196
U.S., Canada & Mexico: 1.800.955.3248
United Kingdom: 0800.960.185

info@ajli.org
www.ajli.org

AJLI Demographics Profile

The Association of Junior Leagues International Inc. (AJLI) is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. What began as 80 young women traveling to Manhattan's Lower East Side to volunteer at a settlement house has blossomed into a growing movement of trained volunteers improving their communities through advocacy, direct service, public education, fundraising and sheer hard work. Today there are nearly 170,000 Junior League members in 293 Junior Leagues in four countries – Canada, Mexico, the United States and the United Kingdom. The large majority of Junior Leagues – 286 – are in the United States.

Beyond accolades for more than a century of substantial community service, the nearly 170,000 Junior League members are a desirable audience for corporate sponsors seeking marketing opportunities as well as corporate citizenship initiatives. The following is a statistical profile of Junior League membership derived from surveys compiled by Roper Starch Worldwide (now GfK NOP) in 1999 and 2005.

Age:

18 - 34	25%
35 - 54	47%
55+	28%

Household Income / Investments:

HHI \$50,000+	91%
HHI \$100,000+	54%
HHI \$200,000+	23%
Mean HHI	\$161,800
Mean Investable Portfolio	\$783,900

Highly Educated:

% Attended College	98%
% College Grads	88%
% Post Grads	46%

Employment:

Work Outside the Home Actives & Provisionals	71%
Total Membership	57%

Marital Status:

Married	79%
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Children:

Under 18 at Home	45%
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JL Members Entertain:

At Least Once/Month	75%
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JL Members Travel:

Mean # Trips / 12 Months	
Business	7
Personal	4
Combination of Business and Personal	5

JL Members are INFLUENTIAL CITIZENS:

“Roper Influentials”: Forty-one percent of JL members are “Roper Influentials” – political and social trendsetters. These women are a commanding force in the marketplace in terms of their purchasing habits, as well as those of the wide circle of friends and associates to whom they provide advice and guidance.

JL Members are RENAISSANCE WOMEN:

Using GfK NOP's LifeMatrix System, 37 percent of JL members are Renaissance Women, 25 points higher than women on average. They are affluent, married, high-energy moms. They are able to balance work, family and a myriad of cultural and educational activities. Digital products and services play a central role in the day-to-day management of their households

JL Members Give Back:

Avg. hours per week in JL activities	5.3
JL members who are involved in other voluntary organizations	80%
JL members who have donated money to a charity in the past year	98%



AJLI History

1901

The Junior League is Founded

The Junior League Movement: A History of Growth and Community Service

In 1901, Mary Harriman, a 19-year-old New York City debutante with a social conscience, founded the first Junior League. Moved by the suffering she saw around her, Harriman mobilized a group of 80 other young women – hence the name "Junior" League – to work to improve the squalid conditions in which immigrants were living on the Lower East Side of Manhattan. Mary Harriman's vision for improving communities by using the energy and commitment of trained volunteers caught on. The second Junior League was started in Boston, MA in 1907 and was soon followed by the founding of the Brooklyn, NY Junior League in 1910. The rest is history...

During the 1910s, Junior Leagues shifted their focus from settlement house work to social, health and educational issues that affected the community at large. The Junior League of Brooklyn successfully petitioned the Board of Education to provide free lunches in city schools. During World War I, the San Francisco Junior League formed a motor delivery service that served as a model for the nationwide Red Cross Motor Corps. The Junior League of Montreal became the first League in Canada.

In 1921, the Association was formed to provide professional support to the Leagues. During the 1920's, the Junior League of Chicago pioneered children's theater and the idea was taken up by more than 100 Leagues across the country.

Junior Leagues responded to the Depression during the 1930s by opening nutrition centers and milk stations. They operated baby clinics, day nurseries for working mothers, birth control clinics and training schools for nurses. Junior Leagues also established volunteer bureaus to recruit, train and place much-needed volunteers in the community.

During World War II, Junior League members played a major role in the war effort by chairing hundreds of war-related organizations in virtually every city where Junior Leagues operated. Canadian and American League members served overseas.

In the 1950s, nearly 150 Junior Leagues were involved in remedial reading centers, diagnostic testing programs and programs for gifted and challenged children. Leagues collaborated in the development of educational television and were among the first to promote quality programming for children. In 1952, the Mexico City League founded the *Comité Internacional Pro Ciegos* – a comprehensive, international center for the blind. By the end of the decade, Junior Leagues were involved in over 300 arts projects and multiple partnerships in many cities to establish children's museums.

During the 1960s, many Junior Leagues added environmental issues to their agendas. The Junior League of Toledo produced the educational film, *Fate of a River*, a report on the devastating effects of water pollution. Leagues also established programs addressing the education, housing, social services and employment needs of urban residents.

Throughout the 1970s, the Association expanded its participation in public affairs issues, especially in the areas of child health and juvenile justice. In 1973, almost 200 Leagues worked with the National Commission on Crime and Delinquency and the U.S. Justice Department on a 4-year program that sought to improve the criminal justice system. In Canada, the Canadian Federation was formed to promote public issues among the Canadian Leagues.

1920

27 Junior Leagues, including the first League outside the U.S.

1930

108 Junior Leagues

1940

144 Junior Leagues

1950

167 Junior Leagues

1960

189 Junior Leagues

1970

211 Junior Leagues

1980

235 Junior
Leagues



During the 1980s, Junior Leagues in the U.S. gained recognition for advocacy efforts to improve the child welfare system. U.S. Leagues also helped gain passage of the first federal legislation to address domestic violence. More than 100 Leagues developed the *Woman to Woman* campaign that actively and comprehensively tackled the impact of alcohol abuse on women. The Canadian Federation held its first national conference focusing on violence against women and the negative impact of pornography. In 1989, the Association was presented with the prestigious U.S. President's Volunteer Action Award.

1990

272 Junior
Leagues



In the early 1990s, 230 Leagues participated in a public awareness campaign to encourage early childhood immunization called *Don't Wait to Vaccinate*. At the end of the decade, the Leagues prepared to launch a public awareness campaign on domestic violence.

**2000-
present**

Over 290
Junior Leagues



At the beginning of the century, the Junior Leagues celebrated their Centennial by recognizing their achievements and building for the future. Leagues throughout California were recognized for their domestic violence initiatives by the California Association of Non-Profits Public Policy Excellence Partnership Award. AJLI co-chaired the U.S. Steering Committee for the United Nations' International Year of the Volunteer (IYV) with the Points of Light Foundation. As part of IYV activities, President Vicente Fox recognized the Junior League of Mexico City's members for their "high level of social leadership and human quality."

Throughout the early part of the 21st century, Junior Leagues continued to provide comprehensive programs designed to meet the needs of women, children and families in their communities. From Winston-Salem and Washington, D.C. to Oakland-East Bay, Junior Leagues forged partnerships to promote children's literacy. The Junior League of Tulsa, OK created a Life Skills program for the homeless and Leagues in L.A. and Chicago developed initiatives to prepare community members for board service.

To help Leagues become effective volunteer organizations of women who lead in the growth and development of their Leagues and their communities, the Association launched several programs, including the Healthy League Initiative, designed to help Leagues assess their strengths and weaknesses, and the Junior League PR/Marketing Campaign, which featured a universal brand identity. By 2004, more than 80% of Leagues had adopted the "Women building better communities" tagline.

In 2006, over 225 Junior Leagues participated in the launch of Junior Leagues' *Kids in the Kitchen*, an initiative to address the problems associated with childhood obesity and poor nutrition. The initiative continues with over 255 Leagues participating in 2007.

message points



The Association of Junior Leagues International Inc. Key Messages

These key messages can be used when talking with the media about The Association of Junior Leagues International Inc.

Key Message #1

Over a 106-year-old history, The Association of Junior Leagues International has become one of the largest international women's volunteer organizations in the world with more than 165,000 members of 293 Leagues in Canada, Mexico, the United Kingdom and the United States.

Key Message #2

The Junior Leagues are nonprofit, educational organizations of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable.

Key Message #3

Junior Leagues help transform their communities by identifying community needs and developing strategic programs to serve those needs in collaboration with other community organizations.

Key Message #4

Since the first Junior League was founded in 1901, Leagues have made lasting contributions in areas ranging from immunization and domestic violence to literacy, maternal and child health and other community needs.

Key Message #5

The Association of Junior Leagues and its member Leagues develop women volunteer leaders through both formal and "on the job" training.

Key Message #6

For more information on The Association of Junior Leagues International and how to locate a Junior League in your area, visit the Association's website, www.ajli.org.

AJLI style manual

AJLI Style Standards

This manual contains all The Association of Junior Leagues International Inc. and Junior League specific style standards to be used in all documents and publications produced by Leagues and the Association. For all other terms, including punctuation standards, not mentioned in this manual, consult the latest version of the *Associated Press Stylebook*, which can be accessed and/or purchased online or at any major book retailer. The Stylebook is released and modified yearly and is regarded as the world's most comprehensive set of journalistic standards and principles.

For logo and branding concerns, please also see *Logo and Graphic Standards* in this manual, and consult your League's *Communications Connection* binder.

TERMS (in alphabetical order)

A

The Association of Junior Leagues International Inc. (AJLI)

The title of the organization will be written as such, with "The" and "Inc." included, in first mention. In later mentions in the same document, you may use "AJLI."

AJLI

AJLI is to be written in all caps without periods and without the use of "The." Only when AJLI is used as an adjective does it require "The," for example: The AJLI Board of Directors.

AJLI and League Personnel

All AJLI staff and League leader titles will be capitalized including, for example: President, President-Elect, Nominating Vice-Chair, League Liaison and so on.

AJLI Awards Program

AJLI Awards Entry Form

Capitalize both AJLI Awards Program and AJLI Awards Entry Form.

Annual Conference

Annual Conference will be capitalized when referring to the AJLI Annual Conference. Annual Conference will only be used with "The" when it is written as the entire title, for example: The AJLI 85th Annual Conference.

Award

Award is not capitalized as a stand-alone item, even when referring to Junior League Awards.

B

Board

Board will be capitalized when referring to the AJLI Board of Directors and to individual League Boards. Board will not be capitalized when referring a board outside of the organization.

E

Email

Email will be written as one word in lowercase.

H

Healthy League Initiative

Capitalize Healthy League Initiative.

J

The Junior League

Capitalize “The” before Junior League, when referring to the organization as a whole when it stands alone or precedes the words Mission, Vision or Reaching Out Statement.

Junior League Names

Do not capitalize “The” when referring to an individual Junior League unless this is part of the League name. Always use the state name after the Junior League upon first mention. If the Junior League is mentioned again in the same document, no state name is necessary.

Junior Leagues’ *Kids in the Kitchen*

Upon first mention in a document, use the above full title. Upon further mention in the same document, *Kids in the Kitchen*, is acceptable. Always italicize *Kids in the Kitchen*.

L

League

League will be capitalized when referring to any Junior League, regardless of its part of speech.

Login

When using login as an adjective (“visit the login page”) or as a noun (“to create your own login”), write as one word, no spaces, dashes or capitalization.

M

Members Area

The members’ section of the website should be capitalized and written as above, no quotations.

Membership Categories

Capitalize Provisional, Active and Sustainer as they stand alone. Do not capitalize, for example: “provisional member,” “active membership” or “sustaining members.”

Mission

Capitalize Mission when referring to the formal Mission of either AJLI or an individual League.

N

Nominating Committee

Capitalize Nominating Committee.

Nonprofit

Write nonprofit as one word, no hyphen.

R

Reaching Out Statement

Capitalize this statement as it refers to the formal AJLI Reaching Out Statement.

V

Vision

Capitalize Vision when referring to the formal Vision of either AJLI or an individual League.

Voluntarism

“Voluntarism,” as opposed to “volunteerism,” is the broader term and is generally used to mean the concept of volunteering as well as the work and concerns of the voluntary sector. This is the term preferred by AJLI and is included in the AJLI bylaws.

W

Website

Write “website” as one word, no spaces, no capitalization.

Website Sections

Capitalize AJLI website sections and put them in quotations, for example: “News and Announcements.”

FORMAT (in alphabetical order)

BULLET POINTS

Do not add periods to the end of phrases/sentences that are bulleted, as they are not part of a formal paragraph structure.

DATES

When referring to dates, write numerals without “nd” or “th,” for example:
June 8, 2007.

FONT

Arial is the preferred font for all Junior League documents, including website text. Titles and/or logos (not formally designed/provided/trademarked by AJLI) may vary in font for aesthetic/layout purposes.

HYPERLINKS

Remove hyperlinks in printed documents/publications.

LEAGUE ABBREVIATIONS

Do not abbreviate a League name upon first mention. Add its abbreviation in parentheses after the full title, upon additional mentions in the same document it is acceptable to use the League abbreviation without periods, for example: the Junior League of New Orleans (JLNO), JLNO.

LOGO AND GRAPHIC STANDARDS

For all related issues, refer to the *Communications Connection* binder. Two binders were supplied to each League in November 2006. They include information on the AJLI Identity Standards. This information is also available on the Members Area of www.ajli.org in the “AJLI Resources” section under “PR/Marketing.”

STATES

When referring to a city and state, write out the entire state name. For example: Seattle, Washington.

TITLES

Professional titles should be written as:

Jane Doe
Public Relations Specialist
The Association of Junior Leagues International Inc.

Or

Jane Doe
Public Relations Specialist, Communications
The Association of Junior Leagues International Inc.

When writing League or Board titles that include dates, write them as follows:

Jane Doe
AJLI President-Elect
2006-2008

When writing League or Board specific titles in the text of a document, it is only necessary to write the position, not the dates. For example: "AJLI President-Elect, Jane Doe, will be present..."

PUBLICATION, COMPOSITION TITLES

Italicize all publication titles: books, magazines, television programs, songs. Capitalize only the principal words, including prepositions and conjunctions of four or more letters. Capitalize an article (the, a, an) or word of fewer than four letters only if it is the first or last word in a title.

PHONE NUMBERS

In official AJLI and League documents, write phone numbers as:
212.951.8300

contact information



AJLI COMMUNICATIONS CONTACT:

AJLI Communications
80 Maiden Lane, Suite 305
New York, NY 10038
Fax: 212.481.7196
AJLI_Communications@ajli.org