As the NAJA PR Chair, for me JA Week is a little bit like combining the Super Bowl and Christmas morning into 7 wonderfully awesome days. It is an opportunity for our Chapters to celebrate all of the wonderful things that JA is. It gives Chapters a chance to truly highlight the things they have done for and with their community. It is a time for Active members to celebrate with Life and Associate members and say “Hey, look what we did!”

So…I don’t want your Chapter to wake up on April 8 and realize you could have done bigger. Start planning now for a successful JA Week. Some Chapters work with local businesses to paint the town blue. See if a local business with an electronic sign will post well wishes for JA Week. Reach out to sponsors in your community to see if they would place an “I support JA” type of sign at their business for that week. Some Chapters like to put the focus on service for that week and plan a special Service project for JA Week. Choose a day that week and encourage your members to wear a toga shirt that day. Some Chapters choose to celebrate by recognizing other volunteers in their community.

I would also encourage you to reach out to other Chapters in your area and work with your local or state government to have “JA Day” declared in your area. Last year several Chapters from Arkansas were able to meet with Governor Hutchinson for a day designated by the state House of Reps as “JA Day”. It was a special way for our group to come together outside of our individual Chapters and celebrate service together. I would encourage you to do that at the state level early because many states have a filing date for bills. This is also a great time to get in a little free PR for your group.

Reach out to your local tv or radio station and see if they would be interested in talking about your plans for JA Week on the air. Does your community have a local website that lists community activities? Make sure JA Week and all of your activities are on there. Contact your local newspaper and have them run a small blurb about what your Chapter has done during the past year. And please share your JA Week celebrations with the NAJA Foundation at najaflmarketing@gmail.com so that we can share your success with other Chapters. Tag any JA Week photos with #JAWeek2018 on your social media outlets.

**Membership Matters**

“You teach me, I forget. You show me, I remember. You involve me, I understand.” ~ Edward O. Wilson

Junior Auxiliary Chapters who consistently show Provisional classes with high success rates all reported the same thing, involvement. Provisional members who are actively involved in their Chapter are more likely to become Active members than Provisional members who do not feel involved. Involving new Provisionals is vital to successful crossover from Provisional membership to Active membership. Such involvement is not only limited to the Provisional Trainer but also includes Active members, Associate members, and Life members. Utilizing all levels of membership to train the Provisional class shows support at the multiple levels of Junior Auxiliary. Many successful Chapters use a buddy system, or a big sister program, to make their Provisionals feel more involved. Chapters who show high success also have their Provisionals jump right in and begin working on project committees and working projects. Involving the Provisionals in such a way makes them feel like they are already actively helping their Chapter. Successful Provisional classes are made to feel empowered by working together along with working with their Chapter to be successful. Building each other up and helping each member feel a part of such a wonderful organization is essential to retention of Provisional members.

Sarah Yarberry, NAJA Membership Committee

**Calling All Artists!**

Back by popular demand, the NAJA Foundation is pleased to announce that the Chapter Canvas Competition will be back at AEC!!

We were so impressed with the artwork your Chapter provided and with the enthusiasm that followed during the Foundation auction. We want more! Each Chapter is asked to submit at least one painting that will then be sold to attendees to raise funds for the Foundation. Last year’s winner of the canvas competition was Martha Ulmer, President of JA of Madison County, MS. Her canvas will be raffled at AEC 2018.

The paintings must be completed on 6" x 6" canvases, but the subject and medium are your choice. Judges will select a winner who will receive a $100 cash prize. Chapters and Member chapters can enter as many paintings as they would like and can solicit the help of outsiders, if desired. Canvases are sold individually and not in groupings.

Additional requirements:

- The sides of the canvases should be finished.
- The back of the canvases should not have any type of hanging device.
- Please make sure the canvases are dry.
- Canvases should be brought to the Foundation’s room in the Renaissance Mobile Riverview – Mobile Bay Ballroom – on Friday, April 27th no later than 12:30 pm.
- Cards will be printed with the artist’s name and title if registered by April 20th.
- Cards will be available for artist to complete if registered after April 20th.
- All canvases will become the property of the NAJA Foundation. Each donor will receive credit as an in-kind donation to the Foundation.
- We can’t wait to see you and your paintings at AEC in Mobile!

Mariann Montgomery, Foundation Trustee