



Worksheet: Making AJLI's Marketing and Communications Resources Work for You

Resources Available for Your League's Marketing and Communications Efforts

Widgets

[The AJLI Marketplace](http://www.ajli.org/?nd=widget_store_landing) (http://www.ajli.org/?nd=widget_store_landing)

Guidelines

[AJLI Logos](http://www.ajli.org/?nd=media_resources) (http://www.ajli.org/?nd=media_resources)

[Identity Standards](http://www.ajli.org/?nd=media_resources) (http://www.ajli.org/?nd=media_resources)

[Social Media Guidelines](http://www.ajli.org/?nd=media_resources) (http://www.ajli.org/?nd=media_resources)

Portable or Customizable Content

[AJLI's Press Kit](http://www.ajli.org/?nd=p-news-press-kit) (<http://www.ajli.org/?nd=p-news-press-kit>)

[History of The Junior League](http://www.ajli.org/?nd=resource_detail&resource_id=712) (http://www.ajli.org/?nd=resource_detail&resource_id=712)

[The Junior League: GAME ON Video](http://www.ajli.org/?nd=resource_detail&resource_id=509) (http://www.ajli.org/?nd=resource_detail&resource_id=509)
[connected](http://connected.ajli.org/) (<http://connected.ajli.org/>)

[Civic Lede](http://blog.ajli.org/) (<http://blog.ajli.org/>)

[All League Email](http://www.ajli.org/?nd=email_index) (http://www.ajli.org/?nd=email_index)

Sharpen Your Skills

[Create Your Own Key Messages That Stick](http://www.ajli.org/?nd=resource_detail&resource_id=490) (http://www.ajli.org/?nd=resource_detail&resource_id=490)

See more in the [Resource Library](http://www.ajli.org/?nd=resource_library) (http://www.ajli.org/?nd=resource_library)

Discussion Questions

1. Brainstorm for specific ways your League's marketing and communications team can use the resources noted above.
2. Share what other AJLI resources your League has used for your marketing and communications efforts.
3. Suggestions for additional resources that can help your League's marketing and communications efforts.



Worksheet: Making AJLI's Fund Development Resources Work for You

Resources Available for Your League's Fund Development Efforts

Funding Research Tools

[Foundation Directory Online](https://www.ajli.org/?nd=fdo) (https://www.ajli.org/?nd=fdo)

[GrantStation](https://www.ajli.org/?nd=grantstation) (https://www.ajli.org/?nd=grantstation)

[Grants for International Programs](http://www.grantstation.com/Members/world/International_Grants_Index.asp)

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Sharpen Your Skills

[Learning Portal: Fund Development](https://www.ajli.org/?nd=lp_concentration_home&content_id=302) (https://www.ajli.org/?nd=lp_concentration_home&content_id=302)

[Foundation Center Training](https://www.ajli.org/?nd=foundationcentermemberbenefit) (https://www.ajli.org/?nd=foundationcentermemberbenefit)

[GrantStation Grant Writing Tutorials](http://www.grantstation.com/members/mx_index.asp) (http://www.grantstation.com/members/mx_index.asp)

Samples and Templates

[Sample Case Statements](http://www.ajli.org/?nd=resource_detail&resource_id=943) (http://www.ajli.org/?nd=resource_detail&resource_id=943)

[Sample Gift and Pledge Commitment Form](http://www.ajli.org/?nd=resource_detail&resource_id=463) (http://www.ajli.org/?nd=resource_detail&resource_id=463)

[Junior League Showcase: Three Successful Triple-Purpose Fundraisers](http://www.ajli.org/?nd=resource_detail&resource_id=484)

(http://www.ajli.org/?nd=resource_detail&resource_id=484)

See more in the [Resource Library](http://www.ajli.org/?nd=resource_library) (http://www.ajli.org/?nd=resource_library)

Discussion Questions

1. Brainstorm for specific ways your League's fund development team can use the resources noted above.
2. Share what other AJLI resources your League has used for your fund development efforts.
3. Suggestions for additional resources that can help your League's fund development efforts.



Worksheet: Making AJLI's Membership Training and Development Resources Work for You

Resources available for Your League's membership training and development efforts

Association-wide Member Benefits

[Member and League Benefits](https://www.ajli.org/?nd=benefits_for_you) (https://www.ajli.org/?nd=benefits_for_you)

Online Learning Opportunities for Members

[Learning Portal](https://www.ajli.org/?nd=lp_landing) (https://www.ajli.org/?nd=lp_landing)

[Webinar Wednesdays](https://www.ajli.org/?nd=webinarwed) (https://www.ajli.org/?nd=webinarwed)

[On-demand Webinars](https://www.ajli.org/?nd=web_wed_archive) (https://www.ajli.org/?nd=web_wed_archive)

[Self-paced Courses](https://www.ajli.org/?nd=selfpaced) (https://www.ajli.org/?nd=selfpaced)

Training and Development Resources

[The 411 on New Member Orientation](http://www.ajli.org/?nd=resource_detail&resource_id=1224) (http://www.ajli.org/?nd=resource_detail&resource_id=1224)

[Mapping a Career in The Junior League](http://www.ajli.org/?nd=resource_detail&resource_id=142) (http://www.ajli.org/?nd=resource_detail&resource_id=142)

[Member 411](http://www.ajli.org/?nd=getinvolved_join_member_411) (http://www.ajli.org/?nd=getinvolved_join_member_411)

[Mentoring Toolkit](http://www.ajli.org/?nd=resource_detail&resource_id=684) (http://www.ajli.org/?nd=resource_detail&resource_id=684)

[Junior League Showcase: Successful Member Recruitment/Engagement Practices](http://www.ajli.org/?nd=resource_detail&resource_id=1225)

(http://www.ajli.org/?nd=resource_detail&resource_id=1225)

[AJLI Conference Handouts](http://www.ajli.org/?nd=meetingresources) (http://www.ajli.org/?nd=meetingresources)

[Upcoming Events Calendar](https://www.ajli.org/?nd=meetings_conferences) (https://www.ajli.org/?nd=meetings_conferences)

See more in the [Resource Library](http://www.ajli.org/?nd=resource_library) (http://www.ajli.org/?nd=resource_library)

Discussion Questions

1. Brainstorm for specific ways your League's membership training and development team can use the resources noted above.
2. Share what other AJLI resources your League has used for your membership training and development efforts.
3. Suggestions for additional resources that can help your League's membership training and development efforts.