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**Chapter Plan of Action  
Use this simple planning guide to assist in your planning session**

The objective of the Jaycees is to offer programs to our members to develop themselves and better our community. Overall objectives for the year are:



##### The following procedures were used to determine the needs of the chapter and the community we serve:

* + Results from Community Survey
  + Results from Membership Survey
  + Planning Board sessions

1. Specific member needs (i.e. social/business networking, leadership trainings and opportunities, etc.) are as follows:
2. Specific chapter needs (i.e. activation, recruitment, communications, public relations/media, etc.) are as follows:
3. Specific community needs (i.e. recycling center, community center, eradicating poverty, after school children/teenage activies, etc.) are as follows:

*Page 2*

1. **Using the above planning processes, the following potential chapter problems and their possible solutions were discussed:** (Example: Problem: low activation. Solution: Provide better opportunities for the members to get engaged using the Passport to Civic Leadership Program. )

Problem: Solution:

Problem: Solution:

Problem: Solution:

Problem: Solution:

Problem: Solution:

Problem: Solution:

##### After reviewing all of the above information, the following long-term goals were approved by the chapter:



##### After reviewing all of the above information, the following short-term goals were set in each of the following Areas of Opportunity:

*Business Area of Opportunity*

Embodying the line of the Jaycees Creed that states, "Economic justice can best be won by free men through free enterprise," this area provides an opportunity for individual members to contribute to the development and enhancement of the economic infrastructure, prosperity, and wellbeing for all nations.

Almost all members of JCI USA are involved in some business activity - working on their own, for an-other company, or preparing to open their own business. The Junior Chamber was established in 1920 to give young people an active voice in the business community. This same purpose is now found in the Business Area of Opportunity and is divided into four Commissions:  
*Economic Development Program*

* + **Marketing and Public Relations.** Projects in this Commission are conducted to promote the image of your chapter and the Junior Chamber movement in the community. Some examples are brochures, business cards, television appearances, chapter marketing via local print media, radio PR efforts, press releases, external awards programs such as Distinguished Service Awards or Business Sponsor Awards, parades, pageants, newsletters, ongoing public relations work and training in marketing and public relations.
  + **Strategic Planning.** This includes all projects involving recordkeeping, reporting, planning, needs analysis and evaluation. Examples include developing Chairman's Planning Guides, creating, reviewing and revising a chapter business plan and any other short-term or long-term planning and evaluation. Training in the above activities would also be included here.
  + **Financial Management.** This Commission ensures that the chapter's finances are handled in a proper way and looks for ways to enhance the financial stability of the chapter. Any project run with the primary purpose of raising funds for the chapter would go here.

*Page 3*

* + **Corporate Social Responsibility (CSR) Program.** Projects in this Commission give chapters the chance to enhance the economics of the com-munity by conducting projects to increase business productivity. Economic progress can be achieved by partnering with the local Chamber of Commerce, organizing small investment clubs, visiting successful companies to learn how they conduct their business, and by inviting successful entrepreneurs to speak at monthly meetings. Junior Chambers can also conduct training sessions on how to enhance company operations and promote free enterprise as the best way to achieve economic justice.
  + **Inter-Organization Collaboration Program.** Projects in this commission give chapters the change to work together with other chapters within our organization in the US and globally to build stronger communities and an organization.

##### Objective:

**Strengths:**

**Weakness:**

**Goals:** •



##### Projects:

**Membership Recruitment Through Business Area Of Opportunity**

**Goal:** To recruit new members through business opportunity projects

**Evaluation of Area:** *To be completed on a quarterly basis. Please include Revised strengths and weaknesses, results of listed goals, and project completion dates.*

*Page 4*

*Individual Area of Opportunity*

Embodying the line of the Jaycee Creed that states, "Earth's great treasure lies in human personality," this area provides an opportunity for individual members to realize their personal potential through training programs.

While there is an Area of Opportunity for individual development, every single activity in the Junior Chamber organization is oriented to develop the potential and skills of the individual member. Active participation in activities in any of the Areas will give the member the opportunity to enhance his or her potential. Training opportunities dedicated to the enhancement of a Jaycee member's personal skill set (not related to official Jaycee responsibilities) and not specifically covered by another Area would be included here.

The Individual Area of Opportunity through its four Commissions ensures that new members are brought into the organization and are provided with training to fully develop their personal and professional potential:

* + **Personal Skill Development.** This Commission includes projects that improve the quality of life of the membership. Such projects provide education that benefits members in both their personal and professional lives. Examples include training in the areas of family values, spiritual development, hobbies, retirement planning, time management, public speaking, communication skills, and the USJC competitions program. Projects aimed at developing members as leaders in their chapters and professions are the focus of this Commission. Examples include the leadership training, officer training, team building, JCI courses, and other Jaycee based training.
  + **Membership Retention, Growth and New Chapters.** This Commission ensures that new members join the chapter regularly, receive proper orientation and are included in the chapter's activities immediately after joining. Project examples include Membership Recruitment Nights (M-Nights), assisting another chapter with membership recruitment, new member orientations, establishing a new chapter and activation programs like Passport to Civic Leadership.
  + **Chapter Activities.** This Commission ensures that members have the opportunity to participate in a wide variety of social activities, and that chapter meetings are well planned and members have the opportunity to participate in meeting procedures. Some examples include socials, chapter awards programs, chapter meetings, sports, visitations, etc.

##### Objective:

**Strengths:**

**Weakness:**

**Goals:** •



*Page 5*

##### Projects:

**Membership Recruitment Through Individual Area Of Opportunity**

**Goal:** To recruit new members through individual opportunity projects

**Evaluation of Area:** *To be completed on a quarterly basis. Please include Revised strengths and weaknesses, results of listed goals, and project completion dates.*

#### Community Empowerment Program

Embodying the line of the Jaycee Creed that states, "Service to humanity is the best work of life," this area develops the sensitivity of individual members to societal problems, and knowledge of community dynamics in solving these problems, through actual experience. Like all citizens, Junior Chamber members have a stake in the betterment of their communities.

The Community Empowerment Program is built around four Commissions. Below are some basic concepts under these four classifications:

* + **Community Service.** This Commission involves projects that are designed to promote or improve the quality of life for people in the community. This includes projects that deal directly with community needs such as elderly assistance, mental health and retardation, and health and safety. Projects dealing with properties, economic development, energy and the environment would also be included here.
  + **Community Fundraising.** Projects in this Commission deal with the direct raising of funds for a specific non-Jaycee program. This includes fundraising for local disaster or emergency assistance, health related organizations, foundations and any organized community charities.
  + **Government and Civic Involvement.** These are projects that deal with all areas of involvement with the local, state and national governmental process. Projects include town forums, debates, "Get Out The Vote", advocacy issues, criminal justice projects, etc.
  + **Children and Youth.** This Commission's responsibility is to promote and coordinate projects related to children and youth. As the future of our community lies in the hands of today's young people, many projects should be conducted to ensure that young people are well prepared to take the community leadership roles in the years to come. Examples include youth sporting events, fingerprinting, building a playground, holiday egg hunts, reading and other educational programs, etc.
  + **Long Term Community Program.** Any of the above programs that have been running for longer than 3 years.

##### Objective:

**Strengths:**

**Weakness:**

*Page 6*

**Goals:** •



##### Projects: Long Term Community Program. (The above projects that have been running for longer than three years.)

**Membership Recruitment Through Community Area Of Opportunity**

**Goal:** To recruit new members through community opportunity projects

**Evaluation of Area:** *To be completed on a quarterly basis. Please include revised strengths and weaknesses, results of listed goals, and project completion dates.*

#### International Area of Opportunity

Embodying the line of the Jaycee Creed that states, "The brotherhood of man transcends the sovereignty of nations," this area pro- vides an opportunity for individual members to contribute to the development of goodwill, under-standing, and cooperation among all peoples.

Programming in this area would encompass all projects and programs that enhance a member's knowledge of different cultures and countries around the world. This includes the following two Commissions:

* + **UNMDG Project-** Projects that focus on the United National Millennium Development Goals.

1. Ending Poverty and Hunger
2. Universal Education
3. Gender Equality
4. Child Health
5. Maternal Health
6. Combat HIV/AIDS and other diseases
7. Environmental Sustainability
8. Global Partnership

##### OMIOYARI Project- Based on Japanese concept of living in harmony with respect and mutual understanding that members to become active citizens and work towards a balanced and trustworthy society

##### Objective:

**Strengths:**

*Page 7*

##### Weakness:

**Goals:** •



##### Projects:

**Membership Recruitment Through International Area Of Opportunity**

**Goal:** To recruit new members through international opportunity projects

**Evaluation of Area:** *To be completed on a quarterly basis. Please include Revised strengths and weaknesses, results of listed goals, and project completion dates.*

#### ATTACH THE FOLLOWING DOCUMENTS:

* **Roster of Chapter Officers and Duties.** Include name, address, phone number, and e-mail address.
* **Calendar of Events.** Include dates of Board of Directors’ and General Membership Meetings. Also include proposed projects, membership nights, and proposed dates for starting and completing extensions.
* **Proposed Chapter Budget.** Include projected income and expenses in each area of opportunity. *see forms*
* **Membership Plan.** Use the form on the next page. *see forms*

*Page 8*

The Junior Chamber

*MEMBERSHIP PLAN*

**Number**

**New**

**Number**

**New**

**Number**

**Retained**

**Beginning**

**Month**

**Number Due**

**Number Members**

|  |  |  |  |  |  |  |
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| MONTH |  | | | | | |
| January February  March  April May June July August  September October November  December |  |  |  |  |  |  |
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| **Totals** |  |  |  |  |  |  |

### Plan

**Number**

**New**

**Number**

**New**

**Number**

**Retained**

**Beginning**

**Month**

**Number Due**

**Number Members**

**Actual**

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| MONTH |  | | | | | |
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| **Totals** |  |  |  |  |  |  |

*Page 9*

The Junior Chamber

*CALENDAR OF EVENTS*

**JANUARY**

Board Meeting

General Membership Meeting

**JULY**

Board Meeting

General Membership Meeting

**FEBRUARY**

Board Meeting

General Membership Meeting

**AUGUST**

Board Meeting

General Membership Meeting

**MARCH**

Board Meeting

General Membership Meeting

**SEPTEMBER**

Board Meeting

General Membership Meeting

**APRIL**

Board Meeting

General Membership Meeting

**OCTOBER**

Board Meeting

General Membership Meeting

**MAY**

Board Meeting

General Membership Meeting

**NOVEMBER**

Board Meeting

General Membership Meeting

**JUNE**

Board Meeting

General Membership Meeting

**DECEMBER**

Board Meeting

General Membership Meeting

*Page 10*

The Junior Chamber

*ANNUAL BUDGET*

### INCOME EXPENSE

|  |  |  |
| --- | --- | --- |
| **BUSINESS AREA OF OPPORTUNITY** |  |  |
| Business Related Projects |  |  |
| Leadership Projects |  |  |
| Communication Projects |  |  |
| Incorporation |  |  |
| Taxes |  |  |
| Dues |  |  |
| Insurance |  |  |
| Public Relations |  |  |
| Chapter Socials |  |  |
| Chapter Awards |  |  |
| Miscellaneous Operations |  |  |
| **TOTAL** |  |  |
| **INDIVIDUAL AREA OF OPPORTUNITY** |  |  |
| Personal Skills Projects |  |  |
| New Member Orientations |  |  |
| New Member Packets |  |  |
| Incentives |  |  |
| Membership Training |  |  |
| Officer Training/Board Retreat |  |  |
| Chapter Newsletter |  |  |
| Membership Recruitment |  |  |
| Other Correspondence |  |  |
| Miscellaneous Operations |  |  |
| **TOTAL** |  |  |
| **COMMUNITY AREA OF OPPORTUNITY** |  |  |
| Community Empowerment Projects |  |  |
| Community Fundraising Projects |  |  |
| Miscellaneous Operations |  |  |
| **TOTAL** |  |  |
| **INTERNATIONAL AREA OF OPPORTUNITY** |  |  |
| International Involvement Projects |  |  |
| Miscellaneous Operations |  |  |
| **TOTAL** |  |  |
|  |  |  |
|  |  |  |
| **GRAND TOTAL** |  |  |
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