



THE UNITED STATES JUNIOR CHAMBER OF COMMERCE

CHAPTER PLAN OF ACTION

(USE THIS SIMPLE PLANNING GUIDE TO ASSIST IN YOUR PLANNING SESSION)

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

1. _____
2. _____
3. _____
4. _____
5. _____

1. 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 on:
 - _____
 - _____

a. Specific member needs (i.e. social opportunities, recognition of their efforts, leadership programs, family projects, baby-sitting service, etc.) are as follows:

- _____
- _____
- _____
- _____
- _____

b. Specific chapter needs (i.e. activation, training, communications, public awareness, etc.) are as follows:

- _____
- _____
- _____
- _____
- _____

c. Specific community needs (i.e. community center, activities for teenagers, elderly assistance, etc.) are as follows:

- _____
- _____
- _____
- _____
- _____



2. Through planning, we determined the following chapter strengths and weaknesses:

STRENGTHS

WEAKNESSES

3. Using the above planning processes, the following potential chapter problems and their possible solutions were discussed: (Example: Problem: low activation. Solution: better communication, utilize theme meetings to increase attendance at meetings, offer incentives)

Problem: _____

Solution: _____

Problem: _____

Solution: _____

Problem: _____

Solution: _____

Problem: _____

Solution: _____

Problem: _____

Solution: _____

Problem: _____

Solution: _____

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

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

5. 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

This area provides an opportunity for individual members to contribute to the development and enhancement of the economic infrastructure, prosperity, and well-being for all nations.

This area focuses on the promotion and improvement of business education and knowledge for chapter and community members. (i.e. Nationwide Chapter Projects: Entrepreneurs Program, Value Investing, Career Advancement; Leadership Development)

Objective:

Strengths:

Weakness:

Goals:

- To conduct ____ Entrepreneurs Program modules
- To conduct ____ Value Investing seminars
- To conduct ____ Career Advancement trainings
- To conduct ____ other business opportunities projects
- _____
- _____

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.*

MANAGEMENT AREA OF OPPORTUNITY

This area develops the managerial skill of the individual member at all levels of the organization.

Ways and Means, Audit, Insurance, Incorporation, Taxes: Recognizes success in managing the financial aspects of the chapter. Examples are projects, activities, and functions that deal with raising funds for the operation of the chapter, ways and means, and financial and budget reports. (i.e. car wash, pancake breakfast, insurance review, Treasurer's report)

Public Relations: This area also relates to projects, activities, and functions conducted to promote the image of your chapter and the Junior Chamber of Commerce movement in the community. (i.e. Distinguished Service Awards programs, parades, pageants, web site and ongoing public relations work, TOYA, OYF)

Socials, Awards, Sports, Meetings, Visitations, etc.: It also deals with all projects and activities conducted with the purpose of providing activities to members. (i.e. sports outing, chapter picnic, ice cream social, hosting Executive Board meetings, hosting Region meetings, attendance at Region meetings, etc.)

Planning and Evaluating: Another component of this area would be projects conducted with a primary focus in the planning and evaluation aspect of Chapter Management. (i.e. chapter surveys, Blue Chip, Mid-Year Evaluation, Annual Report)

Objective:

Strengths:

Weakness:

Goals:

- To conduct ____ ways and means projects with a total net profit of \$_____
 - To provide ____ written financial reports to the general membership
 - To review and renew chapter insurance policy
 - To file incorporation papers
 - To provide monthly breakdown of cash and accounts receivable
 - To end the year with \$_____ in the bank
 - To conduct ____ public relations projects
 - To participate in ____ parades
 - To run ____ PSAs on television/cable access/radio
 - To create chapter web site
 - To appear in the local paper at least _____ a month
-

- To hold ____ socials
- To conduct a chapter awards program
- To conduct a once-a-month Board of Directors meeting
- To conduct a once-a-month General Membership meeting
- To conduct _____ chapter visitations
- To conduct ____ member surveys
- To provide incentives to members for recruiting
- To meet all submission deadlines for the USJCC Blue Chip program
- To get completed community surveys from ____ members of our community
- To get completed membership surveys from ____% of our members
- To conduct evaluations of the chapter plan within 30 days of the end of each quarter
- To submit ____ Mid-Year Evaluation
- To submit ____ Annual Report
- To provide agendas for _____ Board of Directors meetings (*minimum of twelve*)
- To provide agendas for _____ General Membership meetings (*minimum of twelve*)
- To record and distribute minutes for _____ Board of Directors meetings (*minimum of twelve*)
- To record and distribute minutes for _____ General Membership meetings (*minimum of twelve*)
- _____
- _____

Projects:

Membership Recruitment Through Management Area Of Opportunity

Goal: To recruit _____ new members through management opportunity projects

Evaluation of Area: *To be completed on a quarterly basis.*

INDIVIDUAL AREA OF OPPORTUNITY

This area focuses on training and activities that improve the quality of life of members. Examples would be personal improvement, family values, spiritual development, advocational and vocational skills, etc. (i.e. church visitations, financial planning, tips for purchasing insurance)

Training: Another component in this area would be projects conducted with the primary focus of providing training to members on specific Jaycee chapter management tools or functions. It also focuses on developing members for the purpose of increasing knowledge, education, and improving skills through leadership training. (Examples: leadership, managing time and stress, public speaking, communications skills, officer and member training and communication, orientation, retention, activation, etc.)

Objective:

Strengths:

Weakness:

Goals:

- To have members compete in Local/Regional/State Speak-Up Competition
 - To have members compete in Local/Regional/State Write-Up Competition
 - To have members compete in Armbruster/Brownfield Competition
 - To conduct ____ financial planning projects
 - To conduct ____ personal skills projects
 - To conduct ____ family life projects
 - To conduct ____ spiritual development projects
 - To conduct ____ new member orientations
 - To advance ____% of the membership one or more Degrees of Jaycees
 - To Springboard ____% of new members
 - To conduct _____ new member orientations
 - To retain _____% of the membership
 - To provide incentives to members for recruiting
 - To conduct ____ Chairman's Planning Guide (CPG) trainings
 - To conduct ____ Single Project Entry (SPE) trainings
 - To conduct ____ Parliamentary Procedure trainings
 - To conduct ____ Chairperson trainings
-

- To have ____% of officers attend state-sponsored training (i.e.: LOTS, ROTS)
- To produce a newsletter once a month
- _____
- _____

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.*

COMMUNITY AREA OF OPPORTUNITY

This area develops the sensitivity of individual members to societal problems and community dynamics by providing experience in community problem solving.

Human Services, Community Improvement: This area focuses on the promotion and improvement of the quality of life for people in the community by working directly with people and through improvement of resources or facilities in the community. It involves projects and activities that deal directly with people, such as youth and elderly assistance, mental health and retardation, health and safety, properties, economic development, energy, and environment. (i.e. Easter egg hunt, breakfast with Santa, Community Care Day, seniors citizens' program, community food pantry)

Community Fundraising: It also recognizes success in raising funds for programs that are not Jaycee managed, such as health related organizations, foundations, or any organized community charities. (i.e. Oktoberfest, Easter Seals, March of Dimes)

State and National Jaycee Involvement: Also included in this area is the promotion and implementation of state or national emphasis programs. Consult your state organization for a list of state programs. The Nationwide Chapter Projects include: Jaycees Against Youth Smoking (JAYS), Shooting Education, Outstanding Young Farmer, Junior Chamber Mission Inn Foundation, etc. (i.e. submit a nomination for Ten Outstanding Young Americans honors program, etc.)

Government Involvement: Another aspect of this area would be the chapter's involvement with the local, state, and national governmental process. Projects and activities include town forums, debates, Get Out the Vote projects, advocacy issues, criminal justice, etc. (i.e. voters registration, City Council meetings, Police/Fireman Appreciation Picnic, coffee with town officials)

Recruitment, Extensions, Chapter Assistance: An integral focal point of this area includes projects and activities targeted at recruiting new members and establishing new chapters. There is no better community project than bringing a Jaycee chapter to a new community! (i.e. membership booths, candlelight bowl, luau, recruiting incentives, corporate sponsorships, external extensions, etc.)

Objective:

Strengths:

Weakness:

Goals:

- To conduct ____ youth projects
- To conduct ____ underprivileged projects
- To conduct ____ elderly projects
- To conduct ____ community improvement projects
- To conduct ____ community fundraising projects raising \$_____
- To conduct ____ state involvement projects
- To conduct ____ national involvement projects
- To participate in ____ Region events
- To participate in ____ state events
- To conduct ____ governmental involvement project(s) during the year
- To conduct ____ two visitations to City Council meetings
- To recruit ____ new members
- To conduct quarterly recruitment drives
- To set up ____ membership booths at various community functions
- To conduct ____ corporate sponsorship meetings/projects
- To complete _____ new chapter extensions
- To create a membership packet
- To create a letter welcoming new members to chapter
- To complete _____ internal extensions
- _____
- _____

Projects:

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.*

INTERNATIONAL AREA OF OPPORTUNITY

This area provides an opportunity for individual members to contribute to the development of goodwill, understanding, and cooperation among all peoples. This area focuses on success in providing assistance or promoting understanding and communication between the chapter and people outside the United States including Twinning, youth activities, Junior Chamber International, or World Congress related activities. (i.e. Twinning, Junior Chamber International awareness)

Objective:

Strengths:

Weakness:

Goals:

- To conduct ____ international involvement projects
- _____
- _____

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.*

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.
 - **Membership Plan.** Use the form on the next page.
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The Anytown Junior Chamber of Commerce

CALENDAR OF EVENTS

JANUARY

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

FEBRUARY

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

MARCH

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

APRIL

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

MAY

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

JUNE

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

JULY

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

AUGUST

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

SEPTEMBER

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

OCTOBER

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

NOVEMBER

- _____ Board Meeting
- _____ General Membership Meeting
- _____
- _____
- _____

DECEMBER

- _____ Board Meeting
 - _____ General Membership Meeting
 - _____
 - _____
 - _____
-

The Anytown Junior Chamber of Commerce
ANNUAL BUDGET

| | INCOME | EXPENSE |
|--|---------------|----------------|
| BUSINESS AREA OF OPPORTUNITY | | |
| Business Related Projects | | |
| Leadership Projects | | |
| Communication Projects | | |
| Write-Up/Speak-Up | | |
| Miscellaneous Operations | | |
| TOTAL | | |
| MANAGEMENT AREA OF OPPORTUNITY | | |
| Dues | | |
| Insurance | | |
| Public Relations | | |
| Chapter Socials | | |
| Chapter Awards | | |
| Surveys | | |
| Miscellaneous Operations | | |
| TOTAL | | |
| INDIVIDUAL AREA OF OPPORTUNITY | | |
| Personal Skills Projects | | |
| New Member Orientations | | |
| New Member Packets | | |
| Incentives | | |
| Membership Training | | |
| Officer Training | | |
| Chapter Newsletter | | |
| Other Correspondence | | |
| Miscellaneous Operations | | |
| TOTAL | | |
| COMMUNITY AREA OF OPPORTUNITY | | |
| Community Service Projects | | |
| Community Fundraising Projects | | |
| State & National Projects | | |
| Membership Recruitment | | |
| Miscellaneous Operations | | |
| TOTAL | | |
| INTERNATIONAL AREA OF OPPORTUNITY | | |
| International Involvement Projects | | |
| Miscellaneous Operations | | |
| TOTAL | | |
| GRAND TOTAL | | |