

Everything you
need to run the
JCI TOYP program
can be found
inside!

JCI TOYP TOOLKIT

A guide to running the JCI Ten Outstanding Young
Persons Award program



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Introduction

We are happy to present to you the JCI TOYP Toolkit. The JCI Ten Outstanding Young Persons of the World Program (JCI TOYP) serves to formally recognize young people who excel in their chosen fields and create positive change. By recognizing these young people, JCI raises the status of socially responsible leaders in this world. The honorees motivate their peers to seek excellence and serve others. Their stories of discovery, determination and ingenuity inspire young people to be better leaders and create better societies.

Honorees selected in past years have represented the heights of progress in numerous human endeavors. Many have gone on to even greater achievements. All have continued to serve humanity in a great variety of ways.

This toolkit will help you participate in this legacy program, and we welcome any feedback on how we can improve it. We would also love to hear about the benefits your National Organization received from running this program.

Please send all comments and feedback to the JCI Programs Manager at JCI World Headquarters.

Sincerely,



Arrey Obenson
JCI Secretary General

History of JCI TOYP

The JCI Ten Outstanding Young Persons of the World Program (JCI TOYP) is the result of similar programs run by affiliated National Organizations of JCI. The original program was developed by Durwood Howes, President of The United States Junior Chamber of Commerce during 1930 - 1931. He conceived the idea of recognizing outstanding individuals by publishing a yearbook entitled "America's Young Men" which highlighted the work of twelve exemplary leaders each year.

The United States Junior Chamber officially adopted the program in 1938. Since 1952, numerous JCI National Organizations have established their own Outstanding Young Persons Programs. Past recipients of national awards include such well-known personalities as Orson Welles, Howard Hughes, Nelson Rockefeller, John F. Kennedy, Henry Kissinger, Gerald Ford, Benigno Aquino, and many, many more, all named before the age of 40 and before they had achieved national prominence.

In 1983, JCI officially adopted the JCI Ten Outstanding Persons of the World Program. Since then JCI has honored hundreds individuals from more than 50 nations. For a list of all past winners please refer to Addendum X.

Getting Involved in JCI TOYP

In this kit you will find three (3) possible ways for your National Organization to get involved in the TOYP Program.

1. Promote the program and gather nominations for forwarding to the international program – **SECTION 1**
2. Host a program, gathering nominations, and providing a panel of judges to choose an honoree/honorees and forwarding them to the international program – **SECTION 2**
3. Host a program, gathering nominations, and providing a panel of judges to choose an honoree/honorees, hold a formal awards ceremony to recognize the honorees and then forward them to the international program – **SECTION 3**

For your convenience, this kit has been divided into three (3) sections each pertaining to one of the above choices. For each section we will provide you a reference list that outlines where you can find the tools in the Addendums at the back of the manual.

General Rules

- Nominees must be between the ages of 18 and 40. Nominees born before January 1 of the preceding year are not eligible for JCI TOYP. A certified copy of the ID/Birth Certificate should be uploaded along with the nomination form to prove the age of the nominee.
- The nominee must be a native-born or naturalized citizen of the nation from which the nomination originates, or must have applied for citizenship by January 1 of the preceding year.
- Nominees need not be members of the organization, as long as they meet the previous two requirements and register through a JCI Local Organization.
- The nominee may not be a current member of the International Board. In addition paid staff members will not be considered for the JCI TOYP program.
- The nominee must sign the declaration of nomination form and upload it attesting to all facts contained in the form and granting permission for publication of these facts. By signing this form, the nominee also indicates willingness, barring extreme circumstances, to attend the JCI TOYP Ceremony at the JCI World Congress, if selected for the award.
- All information must be contained on the official online form. Scrapbooks, audiotapes, etc. are not used in the judging process. If a candidate is selected as one of the ten international honorees, however, these items will be requested by JCI World Headquarters.
- A good quality (300 dpi) head-and-shoulders photograph must be uploaded with the official nomination form.
- National Organizations can submit unlimited nomination forms.
- A person who passed away between the national and the international competition cannot be nominated for the international JCI TOYP award.
- Nominees must be willing to promote the ideals of JCI for the year after winning the award.
- Each nominee must be entered in one (1) of the following ten (10) categories:
 - Business, economic and/or entrepreneurial accomplishment
 - Political, legal and/or governmental affairs
 - Academic leadership and/or accomplishment
 - Cultural achievement
 - Moral and/or environmental leadership
 - Contribution to children, world peace and/or human rights
 - Humanitarian and/or voluntary leadership
 - Scientific and/or technological development
 - Personal improvement and/or accomplishment
 - Medical innovation

Section 1 – Participating Without a National Competition

This section will explain the process of promoting and collecting nominations for the TOYP Program. Participation in the TOYP Program does not necessarily mean that you have to actually run a program. In turn, your national organization can choose to act as a link between Local Organizations and the international program. By participating in this way, not only will you benefit by attracting more exposure to your national organization, you will also provide individuals with the opportunity to receive global recognition for their accomplishments.

Nomination Form

Enclosed you will find the nomination form used by JCI. You can adapt this form to your own National Organization program. You can also find the online nomination form on the JCI website, jci.cc/jciprograms/en/toyp. Remember that, to qualify, the nominations must be submitted online by the deadline. This means you want to choose a deadline that will allow you to collect the nominations in time to send them to the JCI World Headquarters.

Also, when choosing a deadline, you need to keep in mind the deadlines of your Local Organizations to ensure their participation in your program. For an example of the nomination form, please refer to Addendum III.

Promoting The Program

Consistency In Promotional Materials

In all print materials and promotions, it is important to ensure that the promotional materials you create and distribute are consistent in look and tone with the materials used by the JCI TOYP Program. Sample promotional print materials are included in the addendums at the back of this kit.

Promoting Through Your Local Organizations

One very effective way to promote this program is through your Local Organizations. In addition to keeping them informed as to what your national organization and JCI International has to offer their members, we also recommend that you encourage your Local Organizations to use some of the same tools you are using.

Website Promotion

Website promotion is a terrific way to inform current members of the opportunities that are available to them while attracting potential members through the programs you offer.

Post an article and some information about the program on your existing website. This piece should provide details of JCI TOYP, the deadline, the TOYP Ceremony, contact information and a link to JCI's website (www.jci.cc). Most importantly, you must clearly indicate where the JCI TOYP nomination forms are to be sent and by which date they must be received.

Print Promotion

Flyers

Flyers should be eye-catching and exciting and must communicate information clearly and concisely. Flyers must include the following information: brief information about the

international program, the deadline, the web link for the nomination form, contact information and where the awards ceremony will be held.

Print Ads

Due to the widespread use of print media, we recommend contacting national newspapers, business newsletters or magazines about running an ad about the JCI TOYP program. Some companies may run your ad as space is available as a public service. Other companies may not and you will have to purchase the ad. In the event that you have to purchase the ad we recommend that you negotiate to get more advertising for your dollar. For example, if you pay for one ad, would the publication company run it for you one or two more times for free?

Newspaper ads are built in "column inches." Multiply the number of columns (width) of the ad by the inch (height) to calculate the column inches of the ad. This formula does not work for magazine ads which are generally sold in preset sizes (i.e. quarter-page, half-page, etc.).

For your reference we have included a sample advertisement in Addendum IV found at the back of this kit.

Press Releases

This is a great opportunity to gain public awareness for your National Organization while promoting JCI TOYP. When sending a press release to the editors of national newspapers, radio stations and the editors of business newsletters, you want to include the following information: a description of JCI, your National Organization and JCI TOYP. It is also important to include the deadline, JCI's web address and nomination form link, information about the awards ceremony and contact information.

You will find examples of press releases in Addendum V found at the back of this kit.

Other Promotion

Public Service Announcements

Many radio stations and television stations have community news channels and also give free public service announcements to non-profit groups. It is a good idea to contact these types of broadcast media to see whether or not they might be interested in promoting JCI TOYP and what format they would need for the PSAs. Because of the diversity of languages in JCI, we are unable to provide you with samples of these PSAs, but don't worry, the broadcaster will tell you everything you need to know.

Presentations To Organizations

On the JCI website (<http://www.jci.cc/info/en/jcilibrary>) you will find a PowerPoint presentation that you can use to present to interested entrepreneurial organizations, educational institutions and economic development agencies. Just call up the organization and ask for an opportunity to present the program to them. Very often these institutions and agencies can help you get press coverage by using their own contacts.

You should modify the presentation to fit the needs of your Local Organization and the goals of the organization you are presenting to. Remember to include all of the important details such as deadlines, the nomination form web address, etc. If you like, you may direct them to your website at the end of these presentations.

Section 2 – Running a National Competition Without a Ceremony

This section outlines how to run a national TOYP program without holding an awards ceremony. You will promote the program and collect nominations, as well as have a panel of judges that will choose a honoree/honorees. You can still present the honorees with a trophy or certificate if you choose to, however, there will be no national ceremony to recognize the honorees. You will simply inform the honoree/honorees personally, issue a press release, post the information on your website and then forward the honoree/honorees to the international program.

Nomination Form

All nominations must be submitted using the online nomination form available on the JCI TOYP website. Nominations forwarded to JCI in any other format will be disqualified. Remember that the nominations must be submitted online by the deadline in order to qualify. We therefore recommend you choose a deadline that is at least 30 days prior to the JCI TOYP deadline.

Also when choosing a deadline you need to keep in mind the deadlines of your Local Organizations to ensure their participation in your program. For an example of the nomination form, please refer to Addendum III.

Sponsorship Opportunities

Your strategy towards this should be guided by your imagination, experience, contacts and the realities of your national connections. Below, JCI has laid out two levels of sponsorship for consideration by your national organization.

A comprehensive sponsorship document will be needed to attract sponsors for your program. We have included a document JCI has used. It can be modified to fit your National Organization and can be found in Addendum IX.

When contacting a company, bear in mind the following:

- You must convey an image of professionalism.
- You must assure the sponsor that the funds contributed will be properly managed.
- You must clearly outline the reasons why it is in the sponsor's best interest to lend its support.

Your written proposal to the company should be concise while clearly indicating what it is you wish the company to sponsor. The proposal must be submitted in a professional fashion. It should point out the advantages a potential sponsor could obtain its sponsorship, such as the support and publicity it will receive, the enhancement of its image in the community, and good public relations.

- In exchange for the company's sponsorship, you may offer the following:
- Print the corporate logo on all nomination forms.
- Display a company logo at all press conferences and public relations activities.
- Print the corporate logo on all communications related to the program.
- Invite the sponsor to serve on the Judging Panel

Title Sponsor

Only one (1) title sponsor should be accepted for this program that you would co-brand the program with. This sponsorship should be a significant financial contribution that can help

you pay for your program costs. You would make this sponsor the most dominant name on the program after JCI. An example would be to promote the program as:

“The JCI MyNationalOrganization 20XX TOYP Program presented by OurTitleSponsor Co.”

Category Sponsor

You should seek up to ten (10) category sponsors. Each sponsor should be representative of the category they are sponsoring. For example, for the category scientific and/or technological development you would look for a company in the computer or cell phone industry.

Keep in mind that in order to further convey an image of professionalism you should set a standard sponsorship amount for each category.

In-Kind Prize Sponsor

If you intend to give your semi-finalists prizes, JCI recommends that you approach companies that may donate office supplies, computer software, computer hardware or any other prizes that would be valuable to small business owners.

Media Sponsor

A media sponsor is a major part of your program. Once you have your promotional plan set, you can use it to help get the other sponsors. Ideally, you will choose one major sponsor per medium: one print, one television and one radio. Try to convince them to commit to promoting your competition in exchange for being listed as a media sponsor.

In some cases, you may find free ad inventory is not available. In these circumstances, try to negotiate a greatly discounted media buy. For example, offer to pay \$1000 and provide a listing as a media partner in exchange for \$5000 in advertising. When you approach your program sponsors for \$2500, you can sell them on the idea that they will receive \$5000 worth of media for their \$2500. (The numbers are arbitrary but the concept is the same no matter what the dollar value.)

Your media sponsor can also support your media needs such as public service announcements (PSAs) and promotional videos.

We suggest you contact local marketing or video production companies regarding the donation of their time and services to create a PSA or promotional video for your Local Organization. If they are willing to do so in exchange for a sponsorship, simply create a new level of sponsorship and call it "Creative Sponsor(s)".

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Website Promotion

If you are running a JCI TOYP Program you should have a website.

Website promotion can be very powerful, not only is it a way to inform current members of the opportunities that are available to them, it is also a way to attract potential members through the programs you offer. The website will also be where all the important information is listed, where the eventual honoree/honorees will be posted and where you will display your sponsor's logos.

On your website you should include as much information as you have available regarding the competition. The following information should be included: details of the program, the deadline, and the contact information. Most importantly, you must clearly indicate where the JCI TOYP nomination forms are to be sent and by which date they must be received. Remember to allow a few days for those that are posted on or before the deadline.

We also suggest including information regarding whether or not you will hold an awards ceremony or if you will forward the honoree nominations to the international program.

Print Promotion

Flyers

Flyers should be eye-catching and exciting and must communicate information clearly and concisely. Flyers must include the following information: brief information about the international program, the deadline, the web link for the nomination form, contact information and where the awards ceremony will be held.

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You will find examples of press releases in Addendum V found at the back of this kit.

Other Promotion

Public Service Announcements

Many radio stations and television stations have community news channels and also give free public service announcements to non-profit groups. It is a good idea to contact these types of broadcast media to see whether or not they might be interested in promoting JCI TOYP and what format they would need for the PSAs. Because of the diversity of languages in JCI, we are unable to provide you with samples of these PSAs, but don't worry, the broadcaster will tell you everything you need to know.

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You should modify the presentation to fit the needs of your Local Organization and the goals of the organization you are presenting to. Remember to include all of the important details such as deadlines, the nomination form web address, etc. If you like, you may direct them to your website at the end of these presentations.

Judges

Selecting credible judges is a key element to the program's success. The goal is to have a selection method that will guarantee a reliable, fair and impartial selection process for both the nominees and public opinion. First making a contact list of recognizable and credible individuals in your community, or well-known and well-respected personalities and business people. You may consider, for instance, the editor of the newspaper with the largest circulation, the president of an institution such as the chamber of commerce, the board of industry, important government figures, etc.

After you have decided whom you would like to recruit, you'll need to create a letter inviting them to be part of the panel of judges. You should inform the potential judges about the program (and the organization, if they are not familiar with JCI), what would be expected of them and the schedule they would have to complete their duties. You will find an example of an invitation letter in Addendum VI.

Keep in mind that you should have an odd number of judges (3, 5 or 7).

Judging

After the deadline for submitting nominations has expired, and after providing for a reasonable grace period for those mailed before the deadline, all nominations must then be screened.

The first thing to screen will be the ineligible nominations. The rules surrounding the JCI TOYP Program are clear. You should review all the nominations to remove any that fail to meet the criteria.

Now, let us assume that you have received 300 nomination forms. It would be very difficult for the judges to sort their way through those 300 forms and select the honorees. Instead you may need to have two judging rounds.

First Round Of Judging

For the first round of judging the panel can be comprised of the program committee, National and Local Organizations members, the National Board of Directors, or a pre-selected group of judges, as the case may be.

Make a set of copies of the nomination forms and write each judge a letter, explaining that these are the total number of eligible nominations received.

Request the judges to select the top 30 candidates regardless of category. Judges should select the top 30 finalists by assigning 30 points to the top candidate, 29 to first-runner-up and 28 to the third-runner-up and so on.

Together with the nomination forms, each judge must be provided with instructions, procedures, rules, an evaluation form (see Addendum VII) and a fax number to return the evaluation form or a return-addressed envelope. Do not forget to make certain that the judges will have completed their evaluation by the deadline.

The 30 nominees with the most cumulative points shall be the finalists.

Second Round Of Judging

The procedures for the final round of judging will be the same as for the first round of judging. Again you will need to make copies of the nomination forms (distributed in alphabetical order) and include instructions, procedures, rules, an evaluation form and a fax number to return the evaluation form.

You will request the judges to select the top ten candidates regardless of category. Judges should select the top ten finalists by assigning 10 points to the top candidate, 9 to the first-runner-up and 8 to the third-runner-up and so on. Do not forget to make certain that the judges will have completed their evaluation by the deadline.

Results

Once you receive the evaluation forms from each judge it is time to tabulate the results. We recommend that this be done by the National Secretary General or the National President.

The nominees with the most cumulative points are the honorees. The number of honorees you choose to recognize is entirely up to your National Organization. We do recommend, however, that you select no more than 10 honorees.

When notifying the nominees of the outcome of the awarding process refrain from using terminology such as “winners” and “losers” as this sort of comment can adversely affect the program’s public relations.

Announcing The Results

Once you know whom the honorees are, use the information provided in the nomination form to prepare a biography for each one of them. This biography should be in narrative fashion and no longer than one page (see Addendum VIII).

After the biographies are ready, prepare a press release announcing the names of the honorees with their biographies, the names of the judges with their biographies, and information on their advancement to the international program.

Trophy

If you choose to present the honoree/honorees with a trophy, it would be very interesting to promote a trophy design competition within your National Organization. The winning design would then be the official trophy to be presented to each honoree. As further recognition, a diploma, a plaque or a medal may also be conferred upon the honorees.

Section 3: Running a National Program With a Ceremony

This section outlines how to run a national TOYP program with a TOYP ceremony. You will promote the program and gather nominations, as well as have a panel of judges that will choose an honoree/honorees. A ceremony will formally recognize the honoree/honorees. You will then forward the honoree/honorees to the international program.

Nomination Form

All nominations must be submitted using the online nomination form available on the JCI TOYP website. Nominations forwarded to JCI in any other format will be disqualified. Remember that the nominations must be submitted online by the deadline in order to qualify. We therefore recommend you choose a deadline that is at least 30 days prior to the JCI TOYP deadline.

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- Invite the sponsor to serve on the Judging Panel
- Invite the sponsor to speak or present trophies at the TOYP ceremony

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Make a set of copies of the nomination forms and write each judge a letter, explaining that these are the total number of eligible nominations received.

Request the judges to select the top 30 candidates regardless of category. Judges should select the top 30 finalists by assigning 30 points to the top candidate, 29 to first-runner-up and 28 to the third-runner-up and so on.

Together with the nomination forms, each judge must be provided with instructions, procedures, rules, an evaluation form (see Addendum VII) and a fax number to return the evaluation form or a return-addressed envelope. Do not forget to make certain that the judges will have completed their evaluation by the deadline.

The 30 nominees with the most cumulative points shall be the finalists.

Second Round Of Judging

The procedures for the final round of judging will be the same as for the first round of judging. Again you will need to make copies of the nomination forms (distributed in alphabetical order) and include instructions, procedures, rules, an evaluation form and a fax number to return the evaluation form.

You will request the judges to select the top ten candidates regardless of category. Judges should select the top ten finalists by assigning 10 points to the top candidate, 9 to the first-runner-up and 8 to the third-runner-up and so on. Do not forget to make certain that the judges will have completed their evaluation by the deadline.

Results

Once you receive the evaluation forms from each judge it is time to tabulate the results. We recommend that this be done by the National Secretary General or the National President.

The nominees with the most cumulative points are the honorees. The number of honorees you choose to recognize is entirely up to your National Organization. We do recommend, however, that you select no more than 10 honorees.

When notifying the nominees of the outcome of the awarding process refrain from using terminology such as “winners” and “losers” as this sort of comment can adversely affect the program’s public relations.

Announcing The Results

Once you know whom the honorees are, use the information provided in the nomination form to prepare a biography for each one of them. This biography should be in narrative fashion and no longer than one page (see Addendum VIII).

After the biographies are ready, prepare a press release announcing the names of the honorees with their biographies, the names of the judges with their biographies, and information on their advancement to the international program.

Trophy

If you choose to present the honoree/honorees with a trophy, it would be very interesting to promote a trophy design competition within your National Organization. The winning design would then be the official trophy to be presented to each honoree. As further recognition, a diploma, a plaque or a medal may also be conferred upon the honorees.

The TOYP Ceremony

This ceremony could be an impressive and meaningful function. It will be the culmination of your Outstanding Young Persons Program. It is an excellent public relations opportunity to present the honorees to your country and establish your organization's dedication to civic improvement.

In addition, this ceremony may be your only source of income for the program. Whether the program shows a profit or loss depends on the number of people attending the ceremony.

Your project business plan should take into account the following:

Budget

Prepare a complete budget including all program-related costs. Do not forget that you will have to include various expenses for some VIP guests and all honorees. Once you have a detailed budget for all costs, the next step is to select the location for the TOYP ceremony and negotiate a reasonable price for meals, if applicable.

Place and Date

The number of ceremony attendees will largely depend on the place and time of the TOYP ceremony. Make sure that there are no other important functions scheduled for the same date you have in mind. The location selected must be convenient for most people invited to the banquet. The premises must be well known and enjoy a good reputation for service. In selecting the date and time of the ceremony, keep in mind local customs. Begin early enough to allow news media to cover the ceremony and permit guests to retire at a reasonable hour, especially if the next day is a working day. Once location and food prices have been negotiated, you are in a position to decide how much you will charge per head to pay for the program. As a rule, your admission price must be twice the cost of the meal, if you are to cover all additional costs. Nevertheless, the admission price will depend upon local economic realities, expected audience, and the public's familiarity with your organization. The important thing is to base your calculations on a realistic number of attendees so as not to lose money.

To ensure good attendance at the TOYP ceremony, invite:

- All of your members
- The public at large
- Members of other organizations
- Local businessmen, professionals and dignitaries
- The family and friends of the honorees

To facilitate the sale of tickets to companies and dignitaries, you might wish to invite a celebrity to be the Program's Honorary Chairperson. Ask this person to give the keynote speech at the banquet. If you have chosen the individual judiciously, his image and reputation will help you attract people to the banquet and sell tickets. Some National

Organizations have been known to hire well-known entertainers, in addition to the keynote speakers, as a means to attract attendees.

Once that person has agreed to serve as Honorary Chairperson, approach the local Chamber of Commerce or other business and professional associations and ask them to provide you with the mailing lists of their members. (As a rule, there is no charge for this service.) On behalf of the Honorary Chairperson, send an invitation letter to all companies. Follow up with a telephone call.

Promote the idea that the ceremony will be a forum where the employees of the company may establish valuable business contacts with other young business leaders also present.

Section 4: JCI TOYP – The International Program

In 1983, JCI established the JCI Ten Outstanding Young Persons of the World Program (JCI TOYP). The JCI TOYP ceremony is held every year at the JCI World Congress where a maximum of ten honorees are presented with the JCI TOYP award.

Your National Organization may wish to implement the TOYP program at the local, regional and national levels, allowing national honorees to move into the international competition.

Young men and women, between the ages of 18 and 40, may be nominated in one of ten categories for the JCI TOYP honor. An international panel of distinguished judges will select honorees. Up to ten top honorees will be selected from all nominations received, regardless of category entered.

Categories

1. Business, economic and/or entrepreneurial accomplishment.
2. Political, legal and/or governmental affairs.
3. Academic leadership and/or accomplishment.
4. Cultural achievement.
5. Moral and/or environmental leadership.
6. Contribution to children, world peace and/or human rights.
7. Humanitarian and/or voluntary leadership.
8. Scientific and/or technological development.
9. Personal improvement and/or accomplishment.
10. Medical Innovation

In countries where a national TOYP program exists, nominations will be limited to the winners of the national program, as submitted by the National Organization in those countries.

These suggestions are designed to enable you to develop an excellent program. We wish you much success with this program, however you may choose to get involved.