



## CHAPTER PLAN OF ACTION

*Use this simple planning guide to assist in your own 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**

\_\_\_\_\_  
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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 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 USJC 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, ad vocational 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 Family AIDS Network, 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.