



THE UNITED STATES JUNIOR CHAMBER[®]

CHAPTER BUSINESS PLAN

(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:

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. 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: _____

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

1. _____

2. _____

3. _____

4. _____

5. _____

4. 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 well being for all nations.

Almost all members of Junior Chamber are involved in some business activity - working on their own, for another 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:

- **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.

• **Business Opportunities.** Projects in this Commission gives chapters the chance to enhance the economics of the community 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.

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.*

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 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.

- **Professional Development.** 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, "How to motivate others" courses, and other managerial 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 M-Nights, assisting another chapter with membership recruitment, new member orientations, establishing a new chapter and activation programs like Springboard and Degrees of Jaycees.

- **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:**
- _____
 - _____
 - _____
 - _____
 - _____
 - _____
-

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 AREA OF OPPORTUNITY

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 Area of Opportunity 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. Note: youth projects would be listed under the Children and Youth Commission (Community) and state, national and international Junior Chamber priority projects would be under the State, National and International Junior Chamber Involvement Commission (International).

- **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., as well as providing assistance to other civic organizations in the community.

- **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. Note: Projects involving children of non-Jaycees fall under this Commission. Family-related projects, where children of Jaycees are involved with their Jaycee parents, may fall under the Personal Development Commission or Chapter Activities Commission.

Objective:

Strengths:

Weakness:

- Goals:**
- _____
 - _____
 - _____
 - _____
 - _____
 - _____

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. 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 provides an opportunity for individual members to contribute to the development of goodwill, understanding, 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:

- **State, National and International Junior Chamber Involvement.** This Commission includes all state, USJC and JCI emphasis programs. Consult your state organization for a list of state programs. Current nationwide chapter projects include: Jaycees Against Youth Smoking (JAYS), Outstanding Young Farmer (OYF), Ten Outstanding Young Americans (TOYA), Government Involvement, and Youth Education Services (YES). For a complete list of National Partner programs for 2005 visit the U.S. Jaycees website at www.usjaycees.org. Examples of JCI programs include PRIME, JCI Business Academy and Best Business Plan in the World. Note: chapter twinning would be included under the International Involvement Commission.

- **International Involvement.** Projects in this Commission include those that provide assistance or promote understanding and communications between the chapter and people outside the United States. Junior Chamber members recognize the fact that the present world problems can often be solved through international collaboration, tolerance and friendship. Members put this belief into practice by collaborating in joint worldwide projects. Examples include food drives for other countries, chapter twinning, international guest speakers, etc.

Objective:

Strengths:

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*
-

The _____ Junior Chamber

MEMBERSHIP PLAN

Plan

MONTH	Number Members —	Number Due	Beginning Month =	Number Retained +	Number New +	Month End =
January						
February						
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						
Totals						

Actual

	Number Members —	Number Due	Beginning Month =	Number Retained +	Number New +	Month End =
January						
February						
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						
Totals						

The _____ Junior Chamber

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 _____ Junior Chamber
ANNUAL BUDGET

	INCOME	EXPENSE
BUSINESS AREA OF OPPORTUNITY		
Business Related Projects		
Leadership Projects		
Communication Projects		
Write-Up/Speak-Up		
Miscellaneous Operations		
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		