



The
Principle
Foundation

Activating Members in
Your Organization

JAYCEES
The U.S. Junior Chamber

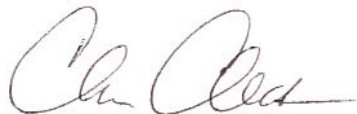
Welcome,

This is an exciting to be a young professional in our country. Young men and women are taking up the mantle of leadership in communities by joining the growing trend of young professionals organizations. In these organizations they are learning skills to boost their career success, gaining friends and key business contacts through networking, and impacting community well-being through the implementation of service projects that target specific needs within their community.

There are people of all ages around the United States that are a part of, or belong to, some type of young professional or other service organization. Unfortunately, these individuals are members in name only and many are not taking an active role in their involvement.

They United States Junior Chamber (Jaycees) currently has in place all of the tools that young professionals are seeking in their quest for career and self-fulfillment. **THE PRINCIPLE FOUNDATION** program is about generating an increased level of activity and involvement from the your current membership as well as the activation of future members in the organization. This training seminar achieves this goal through fundamental ideas that encourages the local chapter to use its resources to the fullest extent.

I am convinced that through the widespread implementation of **THE PRINCIPLE FOUNDATION** program we will establish an new level of activation and membership development program that will propel The U.S. Jaycees to a greater height of success in America.



Chris Oldham, MPT
87th President



INTRODUCTION AND COURSE OBJECTIVES

Developing as a member of The U.S. Junior Chamber (Jaycees) as well as your local Jaycee chapter requires a certain level of personal and professional responsibility. That responsibility carries with it the need to have, grow, and evolve to ensure that your contribution to your community, society, and self is always at the highest level.

THE PRINCIPLE FOUNDATION program is simply a member activation course. It is your guide for making certain that everyone in your chapter and community has the opportunity to receive all of the benefits the local Jaycee chapter has to offer.

THE PRINCIPLE FOUNDATION program is intended to assist in enhancing the opportunity for young adults to develop personal and leadership skills through community involvement while spreading the Junior Chamber movement.

THE PRINCIPLE FOUNDATION program is divided into three phases as you learn the tools you need to motivate chapter members to the desired increase in activation and involvement:

PRINCIPLE Phase One

The first part of this program will help you appraise your proficiencies in the areas of basics of working, marketing, values, meetings, mixing, delegating, and activating members for your chapters.

PRINCIPLE Phase Two

Next, the program will help you understand the basics of working with, marketing to, and adding membership value for your members. You will also gain a better awareness of the fundamentals of a system that allows your members to obtain all the benefits your chapter has to offer.

PRINCIPLE Phase Three

In the third and final phase of the program, you will discover methods for producing thoughts, ideas, strategies, and tactics for ensuring that your Jaycee chapter remains relevant for the membership and community. Through mastering this phase you will be able to see ways positively represent yourself and your chapter en route to making a significant contribution to the community and members' lives.

Belief, n. 1. The mental act, condition, or habit of placing trust or confidence in a person or thing. 2. To have faith.

Attitude, n. 1. A state of mind or feeling with regard to some matter, a disposition. 2. The way you think determines the way you feel, which determines the way you act.

Activate, tr. v. 1. To set in motion; make active. 2. To create or organize.

1 PRINCIPLE Phase One

The first part of this program will help you appraise your proficiencies in the areas of basics of working, marketing, values, meetings, mixing, delegating, and activating members for your chapters.

Pre-Assessment Questions:

1. The three major reasons people get involved in organizations are?

2. The more WIIFM the chapter includes the more active members will be. WIIFM stands for?

3. In order to achieve a more productive meeting, they should include?

4. Programming is an important part of a successful chapter. What are four ideas for organizing successful programs?

5. When focused on creating active members and building enthusiasm, recruitment and retention will naturally occur. Describe several ways this goal can be met.

6. What are some effective ways of mixing with members?

7. How would you make a new member feel welcomed to your organization?

8. Explain how an organization can get a member to be active.

9. Delegation is a key ingredient for an effective leader. Describe some effective delegation techniques.

10. Getting your volunteers to become active members is a challenge. What strategies would be effective to activate them?

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Raison d'etre:

Research indicates that members will become involved for one of, or combination of, three reasons:

E _____
A _____
R _____

Chapter Mission Statement:

The goal of The U.S. Junior chamber is to connect with, or affect the local member. The local chapter is the link for that relationship.

Four Basic Ideas for a Mission Statement:

Mission statements are vital to successful organizations. To be effective, the statement needs to come from the core of the organization. The involvement process should include everyone and be written down, beginning with the end in mind. Mission statements should:

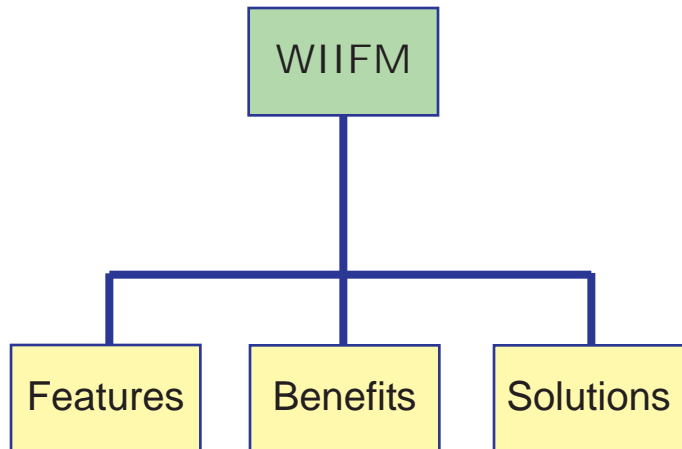
Key:

Mission statements reflects who you are as a chapter - your target market for membership.

Time:

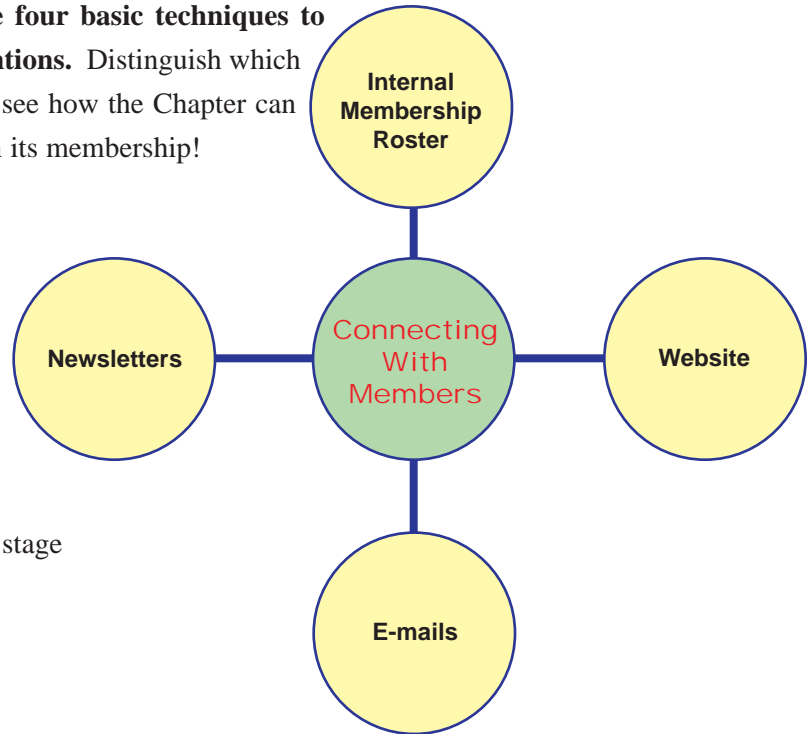
Members are constantly re-evaluating whether or not your chapter is a worthy investment. It is nothing personal, however, the reality is that there is a constant demand on peoples time. Chapters always need to keep focused on items that matter the most. It is about TIME and what we make the most out of it.

Time =



Basic Membership Connections:

There are basic techniques for making successful connections, these essentials are vital to strategic and logical connecting. You can operate these stages, one chronological stage at a time. These basic techniques nevertheless, ought to be implemented in a professional format. **There are four basic techniques to successful connecting, each with very clear intentions.** Distinguish which connection stage your Chapter employs, and then see how the Chapter can implement the others to form a valuable bond with its membership!



How much time do you currently spend with each stage on average connections?

Magical Meeting Management:

Managing the amount of time members spend in meetings is an essential ingredient for successful activation. Meetings give members an opportunity to meet each other and create a synergy within the Chapter.

The Fundamentals of a Standard Meeting:

First things First:

Be Prepared, Name tags, Classify Guests/New Members.

Network Hour:

Music, Ice Breakers, Meeting Host/Hostess.

Management Tactics:

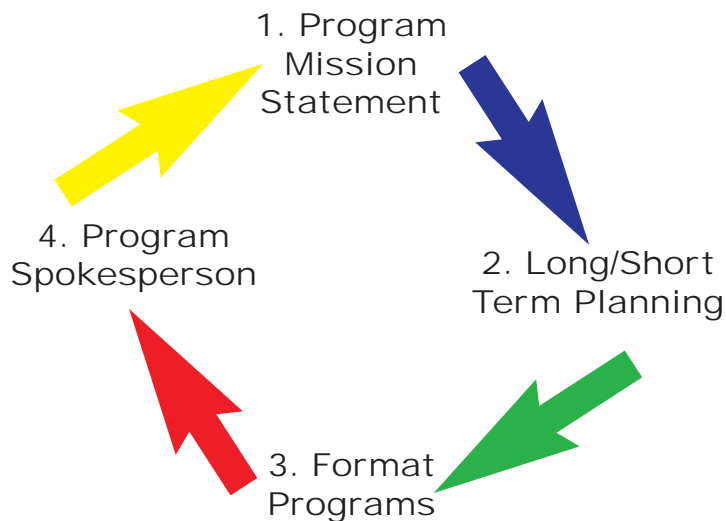
Introductions, Claim to Fame, Defining Statement, Short Officer Reports, Speaker of the house, Timely.

"Post Meeting" Meeting:

Self-Meeting, Notes, Follow-up Times, Mini-Meetings, Reminder Gram.

Programming:

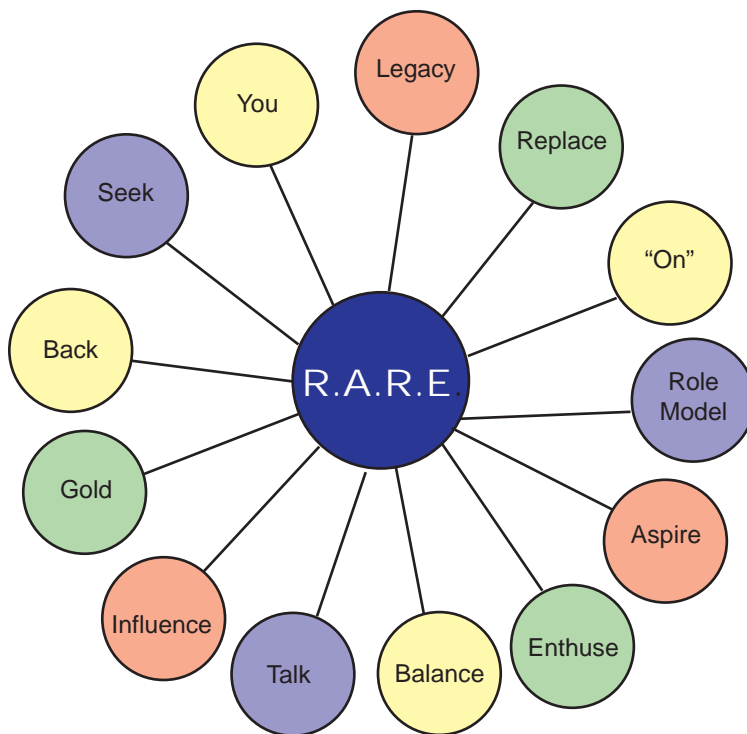
Personal/Professional development is one of the *raison d'être* that members join a Chapter. Providing consistent quality programming is vital to meeting their needs.



Leadership in Action:

Activating members is essential to effective Chapter survival. Leaders envision a plan, and it is their job, to disclose these ideas with the members, ensuring them on the value of being involved.

Recruitment, Activation, Retention, Enthusiasm of being involved, is the perfect recipe for a strong Chapter. **It's the R.A.R.E. way!**



Member, n. **A person who belongs to a group or organization.**

Member Mixing:

When it is social hour, you need to be on a mission of strategic interactions reaching out to the members. Hearing what they have to say.

Get Ready to Go

Hone your networking skills.
Set some goals before each event.
Review the attendance form before arriving.

Mixing Effectiveness

Work the room.
Act like you are hosting a party.
Help members make connections.
Train members to introduce people to you.
Do not hang out with other officers.
Apologize immediately if offending.
Mark business cards to remind you of promises.

Personalize Your Leadership:

When members get involved in the Chapter, they sacrifice other things. Leaders who add that special touch, will generate people in their Chapter who are fulfilled being involved.



Activating New Members:

New members become involved in your Chapter because they will receive some sort of benefit that the Chapter offers. Whatever that may be, it is the Chapter's responsibility to provide what it promised.

6 Tactics Welcoming New Members

1. Welcome Letter
2. Introduce New Members in Newsletter
3. New Member Orientation
4. New Member Orientation
5. Get New Members to First Meeting
6. Hold a New Member Reception

5 Tactics to Activate New Members

1. Create a New Member Kit
2. Big Brother/Sister Program
3. Approach New Members in Assorted Ways
4. Teach New Members to Network
5. Board Involvement

“Delegate”:

(to commit or entrust to another)

Member Morphing:

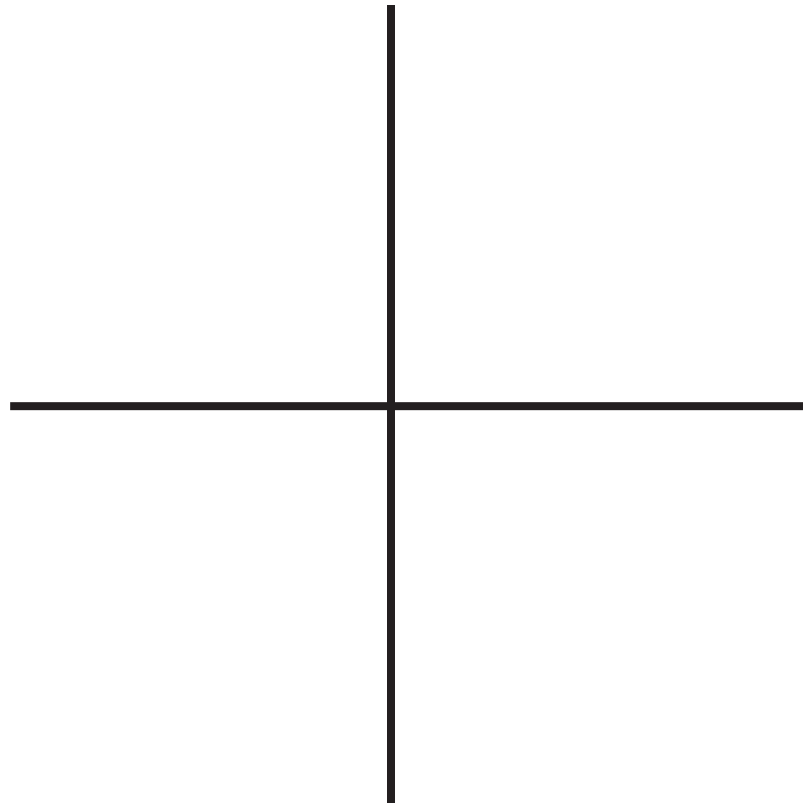
Turning your members into active volunteers. Chapters sell the opportunity to volunteer in exchange for more investment of its members time.

12 Strategies

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____
- 11. _____
- 12. _____

Projects:

(Application: Group Exercise of 1-Best Practice Offer)



Post-Assessment Questions:

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20 Hallmarks of Chapter Excellence

Consider the ideas outside of the norm of what your Jaycee Chapter does in designing effective activation and retention strategies:

CHAPTER MANAGEMENT

1. Calendar of Events/Synergy of Dates
2. Synergy of Groups
3. Event Management
4. Current Events Tie-In

MEMBERSHIP DEVELOPMENT

5. Find a way to attract key people.
6. Tune Into WIIFM.
7. Wallet Reminder Cards.
8. Quarterly Blitz.
9. Year-Round Activation.
10. Recruitment Team networking.
11. Member Development Resources.

BRAND DEVELOPMENT

12. Dedicated point of contact.
13. Use Templates.
14. Auto-signatures and auto-responses.
15. Create an e-mail tree.
16. Identify "signature people".
17. Fast Fax-Alert.
18. Direct Mail
19. Newsletter.

COMMUNITY INVOLVEMENT

20. Solutions for Impacting Local Issues.

Jaycees Against Youth Smoking (JAYS). A free program to help children make informed decisions about tobacco use.

Outstanding Young Farmers (OYF). An honors and recognition program highlighting the efforts of young agricultural leaders.

Ten Outstanding Young Americans (TOYA). An honors and recognition program highlighting the efforts of young leaders regardless of field of endeavor.

Governmental Involvement. Raising awareness and participation in the process of democracy on various levels of government.

Partner Programs. Chapters are encouraged to utilize the Anheuser-Busch Family Talk program and to be involved with the American Cancer Society's Relay for Life program.

ABOUT THE JAYCEES

The United States Junior Chamber (Jaycees) gives young people between the ages of 18 to 40 the tools they need to build the bridges of success for themselves in the areas of business development, individual training, community involvement and international connections.

The United States Jaycees were established in 1920 to provide opportunities for young men to develop personal and leadership skills through service to others. The Jaycees later expanded to include women, reflecting the growing influence and leadership in America.

For the past 86 years, Jaycees have been a force for good in America and around the world. Jaycees helped establish Airmail services in America with Charles Lindbergh, and have raised millions of dollars for causes such as the Muscular Dystrophy Association and the American Cancer Society. They have built parks, playgrounds, hospitals, ball fields, and housing for the elderly, while conducting service and support programs in thousands of communities nationwide.

Jaycees can be found in all walks of life: governmental leaders such as past presidents Bill Clinton and Gerald Ford, business tycoons such as Domino's Pizza mogul Tom Monaghan, Registered Nurse and former Miss America, Kaye Lani Rae Rafko-Wilson, sports heroes like basketball great Larry Bird. Name the field and Jaycees can be found at the forefront.

With the focus of the nation on volunteerism, from the smallest towns to the largest cities, the Jaycees are enlarging areas of opportunity for young people.

THE JAYCEE CREED

WE BELIEVE:

That faith in God gives meaning and purpose to human life;

That the brotherhood of man transcends the sovereignty of nations;

That economic justice can best be won by free men through free enterprise;

That government should be of laws rather than of men;

That earth's great treasure lies in human personality;

And that service to humanity is the best work of life.

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