\*\*Space for Chapter Logo\*\*

**Anytown Jaycees**

**P.O. Box xxxx**

**Anytown, MI 60000**

**Chapter Strategic Plan**

***2022***

**Michigan**

Table of Contents

[Chapter Mission](#_9a3cowg1fezy)

[Chapter Goals](#_d6lr4l5394m5)

[Community Impact](#_l2zrzq60r793)

[Empower Members](#_9hjxw72xjsb9)

[Financial Planning](#_wpwcv4ovghru)

[Collaborate with Partners](#_s3d40a6zevkw)

[Marketing Communications](#_n7x7kyrculuu)

**Introduction**

In 2022, the JCI Michigan Programming Team is asking chapters to submit a Strategic Plan instead of the Plan of Action. While we don’t need the Plan of Action to be submitted, it is an important tool for helping your chapter work through thoughts, ideas, problems, and create a plan for success. Below you’ll find the sections that correspond to a section in the Plan of Action, so you can easily copy the content and work through your Plan of Action with your chapters.

Mission and Goals

# Chapter Mission

What is your chapter’s mission? Why do you exist?

(The Mission Section [live on page 3 of the Chapter Plan](https://docs.google.com/document/d/15_wKm-4xlFfsnxq--i7hV4jli8R7GsuL/edit#bookmark=id.hxoand9cfgan))

# Chapter Goals

What goals are you hoping to accomplish this year? What are your chapters long term goals?

([Chapter Goals live on page 6 of Chapter Plan](https://docs.google.com/document/d/15_wKm-4xlFfsnxq--i7hV4jli8R7GsuL/edit#bookmark=id.6g5jvyc6igdl))

Areas of Opportunity

# Community Impact

How will you impact the community this year? Provide a brief summary, list some projects/events.

([Community Impact Section lives on page 7 of Chapter Plan](https://docs.google.com/document/d/15_wKm-4xlFfsnxq--i7hV4jli8R7GsuL/edit#bookmark=id.anjocn82ygk2))

# Empower Members

How will you motivate and empower members to be active, engaged, gain skills? Provide a brief summary, list some projects/events.

([The Empower Members Section lives on page 9 of Chapter Plan](https://docs.google.com/document/d/15_wKm-4xlFfsnxq--i7hV4jli8R7GsuL/edit#bookmark=id.g3rt6if9zt8f))

# Financial Planning

How will your chapter raise funds for programming, chapter operations, etc? Provide a brief summary, list some projects/events.

([The Financial Planning Section lives on page 11 of Chapter Plan](https://docs.google.com/document/d/15_wKm-4xlFfsnxq--i7hV4jli8R7GsuL/edit#bookmark=id.ah05ivnorr41))

# Collaborate with Partners

How will your chapter engage community partners to support your community? Provide a brief summary, list some projects/events.

([The Collaborate with Partners Section lives on page 13 of Chapter Plan](https://docs.google.com/document/d/15_wKm-4xlFfsnxq--i7hV4jli8R7GsuL/edit#bookmark=id.62razc43bkql))

# Marketing Communications

What are your goals to reach members, prospective members, local community, partners, JCI Michigan? How will your chapter increase your marketing communications to improve brand recognition, social media and communications channels. Provide a brief summary.

([The Marketing Communication Section lives on page 15 of Chapter Plan](https://docs.google.com/document/d/15_wKm-4xlFfsnxq--i7hV4jli8R7GsuL/edit#bookmark=id.96baamo4fnhn))

Additional Info

What can JCI Michigan do to support your chapter and members in 2022?

Is there anything else you’d like to share with the Programming team?