# IMPORTANT DATES

2024 Programming Submission Dates\*

**All submissions are due no later than 8PM EASTERN TIME on the date listed below. Late entries will not be considered for recognition.**

1st Semester

**DATE ACTION**

Initial Chapter Plans Due to JCIMI

First Trimester Ends

Semester 1 Submissions Due

Semester 1 SPE interviews & Competitions

Semester 1 Awards at JCIMI Conference

2nd Semester

**DATE ACTION**

Chapter Plans Update Due to JCIMI

Secon Semester Ends

Semester 2 Submissions Due

Semester 2 SPE interviews & Competitions

Year End Awards Awards at MIJC Conference

\*Any changes to these dates will be announced.

**There are no fees to submit either Single Project Entries or Chapter Plans for review. MEMBERSHIP HAS BENEFITS.**

We encourage you to stay up-to-date with all things Programming. Here’s how:

* Attend State Board Meetings
* Watch you email for special programming information
* Any member is welcome to join the Facebook group “MIJC Post-it-Here”

# RECOGNITION – SEMESTER

**Programming Award of Excellence**

This recognition is given to a chapter, project or individual for demonstrating excellence in programming or the support of programming. The Programming Team determines recipients of the recognition and there is no submission form for this. These are awards are based on observation of local chapters and their programming.

**Single Project Entry**

Recipients of the award will be determined following the Single Project Entry presentation round. More details about this process can be found in the Participant Guide portion of the Recognition Manual. There are five categories for Single Project Entries.

**First-Timers**

This event is directed by the Michigan Jaycees Senate. First-timers competition is usually held Friday night at conference with winners determined and announced by the Senate.

**Passport to Civic Leadership (Degrees)**

A program to activate and acclimate new members. This is a 10-step "career path" for members, providing a sequence of events to be followed, including chairing projects, holding positions on the Board, and recruitment of members. *See Appendix C for submission information.*

**Competitions**

The state will feature competitions throughout the year. Winners will be recognized and have the opportunity to compete in Year End competitions. Winners of the Year End competitions are invited to represent the Michigan Jaycees at National Conference. See the Competitions Manual for more details.

**Chapter of the Semester**

A chapter who exemplifies strength in all Jaycees realms. The winner will be recognized each trimester at State conferences. In order to be eligible for this recognition, the chapter must submit the required documents listed on the Chapter of the Trimester Evaluation form. The state president determines this award.

**Presidential Medallion**

This is the highest honor a Michigan Jaycees President can bestow on an individual. Each president has a unique medallion. This recognition is traditionally accompanied by a speech about the individual(s) about to receive the medallion. These are awarded solely at the discretion of the president. *Special Note:* As this is the highest honor given to an individual during the Presidential Year, it is customary to observe the presentation in silence and to stand when the recipient’s name is called. If presented at a State meeting, the room will be temporarily closed until the presentation is complete.

# SPE PROGRAM PARTICIPANT GUIDELINES

OVERALL PROGRAM

All projects will be judged on a combination of their written submission and presentation. **Projects that do not submit a written Project Resume are not eligible for the oral presentation.** The Programming Team will determine a winner following the presentation round.

CATEGORIES

There are five Single Project Entry categories for 2018. A breakdown of the categories is featured on the next page.

WRITTEN PROJECT RESUME

In order to be considered for State recognition, the Programming Team must receive Project Resume submissions no later than the communicated deadline. This portion of the recognition process is based solely on the written document submitted. Grammar and spelling will be reviewed as well as project information and outcomes.

PRESENTATION PORTION

All projects from Round One (written Project Resume) compete in Round Two, the presentation portion. Winners are not determined until the conclusion of Round Two. Although other presenters from the chapter are eligible, the project chair, co-chair, or committee member should present. Time limits will be strictly enforced. Following the presentation, judges will be allowed 5 minutes for a brief Question and Answer period.

JUDGES

Panel judges will be members of the Michigan Jaycees and selected by the Programming Team. Potential judges may be drawn from current and past Michigan Jaycees, Senators, other Jaycee memberships or local organizations or businesses. All judges will follow the judging guidelines created by the Programming Team.

|  |  |
| --- | --- |
| **Single Project Entry (SPE) Categories** | **Category Descriptions** |
| **Local Community Development** | This category is for projects whose primary goal is to address community needs through innovation and collaboration, enabling communities to achieve sustainable long-term impact. (key words: community leader, connect, collaborate) |
| **Financial Development & Economic Growth** | This category is for projects whose primary goal is to create a positive financial impact in the local chapter, with the primary goal of raising funds to directly support chapter programming. (key words: management, invest) |
| **Member Development** | This category is for projects whose primary goal is to develop the local members through personal or professional skill-building and training, chapter growth and recruitment, and member activation/retention (key words: membership, individual development, active citizen, motivate, connect) |
| **Inter-Organization & Civic Collaboration** | This category is for projects whose primary goal is to develop and foster collaboration and cooperation between the local chapter and civic and/or community organizations to create impact and positive change. (key word: collaborate) |
| **UN Sustainable Development Goals (SDGs)** | This category is for projects whose primary purpose is to advance one or more of the United Nations Sustainable Development Goals using a sustainable solution (see below for SDGs). The project takes steps toward eliminating the underlying issue at a local level and focuses on next steps. (key word: impact) |
| In addition to evaluation based on the primary purpose as stated above, all SPEs will be judged on objectives, planning, finance and execution, membership participation, sustainability, and impact on the local chapter. | |

**SUSTAINABLE DEVELOPMENT GOALS (SDGs):**

**REQUIREMENTS ROUND ONE** *(See Appendix F for Judging Form)*

SCORING EXPLANATION

Most components can earn a maximum of 5 points. These portions are judged on a scale of 1 to 5. Most portions **begin with a score of 3**. This score is adjusted, up or down, based on the submission.

*EXAMPLE* Submission followed guidelines but had numerous spelling and grammar errors. The programming team moved the score from a 3 to a 2 for that component.

The project participation portion differs from this scale, in that its score is determined by the percentage of participation, based off the chapter's Member Base as of January 2018.

|  |  |
| --- | --- |
| PERCENTAGE | POINTS |
| 0 - 20 | 1 |
| 21 – 40 | 2 |
| 41 - 60 | 3 |
| 61 - 80 | 4 |
| 81 - 100 | 5 |

PROJECT RESUME REQUIREMENTS

Failure to include requested information or to answer all of the questions will result in point reduction.

**REQUIREMENTS ROUND TWO** *(See Appendix G for Judging Form)*

PRESENTERS

Presenters should wear business attire and are expected to be professional in demeanor during their presentation. The presentation should be equivalent to one your chapter would present to community partners and businesses for sponsorship. The project manager or co-project manager should give the presentation whenever possible. If these members are not able to attend, another chapter member is eligible to present. If the project manager or co-project manager is the presenter, the project will earn three points. If the presenter is a project committee member, president, or VP, the project will earn two points. If the presenter was not involved in the project, it will earn one point. No one will be allowed in the room during the presentation other than the presenter(s) and the judges.

CONTENT

Presentations should complement rather than repeat the written portion. However, it is important to give an overview of the project and its objectives. Highlight the outcomes and impact, and give a critical assessment including how the project can be improved.

TIME LIMIT

Presentations have a strict time limit of five minutes. Presentations will be stopped at the end of five minutes and presenters will be asked to conclude the presentation. Please try to use as much of the five minutes as possible without going over. Rehearse and time yourself.

SUBSTANTIATION

Presenters should bring substantiation to show project details and impact. Substantiation can include a PowerPoint presentation, news articles, photos, etc.

QUESTION & ANSWER

A question and answer period of up to five minutes will follow the conclusion of the presentation. Judges may ask questions for clarification or to learn more about a particular part of the project. This portion is scored based on how well the presenter answers the questions.

FEEDBACK

Following the Q&A session, judges will be allowed to give immediate feedback to the presenter for a maximum of five minutes.

# Year-End Awards

*YEAR-END ONLY INDIVIDUAL AWARDS*

ROBERT JOSEPH PEACOCK MEMORIAL AWARD – This memorial award is presented to the individual member who has recruited the most new members. *See Appendix H for submission form*.

THOM STARK MEMORIAL AWARD – Presented to up to ten (10) Outstanding Local Vice Presidents. Recipients may be considered for National recognition. An interview process determines this award for Year-End conference in February. The current state president has final say on the top winners. *See Appendix I for submission form.*

DAVE LICHWALA MEMORIAL AWARD – Presented to up to twenty (20) Outstanding Local Presidents. An interview process determines this award for Year-End conference in February. The current state president has final say on the top winners. *See Appendix J for submission form.*

MARTIN P. LUTHY MEMORIAL AWARD – Presented to up to ten (10) Outstanding Local Presidents. Recipients may be considered for National recognition. An interview process determines this award for Year-End conference in February. The current state president has final say on the top winners. *See Appendix J for submission form.*

*YEAR-END ONLY CHAPTER AWARDS*

NEW OR UNDER TWENTY– This award is given to chapters who are new chapters or start their year under 20 members. This award is determined by the programming team for the chapter’s efforts to rise above twenty and the impact they make in their community. A Year-End chapter plan must be submitted for this award.

BBC MEDIA EXCELLENCE AWARD – This award combines the Bob Beard (outstanding newsletter communication), the Paul D. Ballinger (outstanding use of electronic communication) and the Pamela Cunningham (outstanding online social media and marketing plan). A year-end chapter plan must be submitted for this award with a detailed and updated section on marketing and communications. It is suggested that a chapter includes the programming team on their email newsletters through the year. Send your newsletters to newsletters@mijaycees.org please.

GOVERNOR’S CUP – Chapters may submit for this award following guidelines to be communicated with Year-End Submission guidelines. This award recognizes outstanding Government and Civic Involvement. *See Appendix K for submission form.*

STEVE LITTLE MEMORIAL AWARD – Best Flagship Membership Program. This award is presented to the chapter or state board group that implements the most outstanding statewide programming that impacts membership activities. This award is determined by the State President.

DENNIS HAMILTON MEMORIAL AWARD – Best Flagship Program. Described as the finest and most important part of a statewide programming. This award is determined by the State President.

HENRY GIESSENBIER MEMORIAL AWARD – Top chapters in the State. This award is determined by the state president. Up to three chapters are awarded this honor. A chapter must submit a chapter plan in order to be considered for this award.

C.W. BILL OTTO MEMORIAL AWARD – Best Overall Chapter in the State. One chapter is honored with this award. The state president determines this chapter. This chapter is chosen from the Giessenbier winners. A chapter must submit a chapter plan in order to be considered for this award.

STATE BOARD MEMBER AWARDS

SANDRA K. LUIKES – Awarded to up to three outstanding District Directors.

SEIJI HORIUCHI – Awarded to up to three outstanding Programming Directors or State Chairs.

DOC HULDIN MEMORIAL AWARD – Presented to the most outstanding MIJC Senator for their service to the Jaycee organization.

R. BRADLEY TRAFTON MEMORIAL AWARD – Presented to the most outstanding Appointed Officer to the MIJC Board of Directors.

OUTSTANDING MEMBER OF THE MIJC BOARD OF DIRECTORS – Presented to a member of the Michigan Jaycees Board of Directors for their service during the year.

MARK N. PANKNER AWARD – Presented to a member of the Michigan Jaycees Executive Board for their service during the year.

BETTY SEXTON AWARD – Presented to a Michigan Jaycees Programming Vice President & Membership Director for their service during the year.

Appendix E – SPE Written Submission

***\*Downloadable Word file in Document Library***

**SINGLE PROJECT ENTRY (SPE) PROJECT RESUME**

**PROJECT NAME** – \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CHAPTER** – \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PROJECT CHAIR(S)** – \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PROJECT CHAIR(S) EMAIL(S)** – \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Check if yes, leave blank if no:**

I agree to share this form in a database for other chapters to view

**SPE Category (Check)**

Local Community Development

Financial Development & Economic Growth

Member Development

Inter-Organization and Civic Collaboration

UN Sustainable Development Goals

**Is the project submitted as part of the MIJC 2018 Anti-Bullying Signature Program?**

MIJC 2018 Anti-Bullying Signature Program Entry

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **RESULTS – INVOLVEMENT** *\*See pg. 3 for explanation\** | | | | | |
| **BASE NUMBER** | **CHAPTER JAYCEES** | **OTHER JAYCEES** | **NON-JAYCEES** | **TOTAL MAN HOURS** | **BUSINESSES** |
|  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **RESULTS - INVESTMENT** | | | | | | | |
|  | **Appropriated Chapter Funds** | **Value of Donated Items** | **Amount Sponsored** | **Raised at project** | **Total Income** |  |  |
| **Income** |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **Appropriated Funds RETURNED** | **Value of Donated Items Used** | **Amount Spent to Run Project** | **Funds Donated Away** | **Total Expense** |  | **Net Profit/Loss for Chapter** |
| **Expense** |  |  |  |  |  |  |  |

**PROJECT OBJECTIVE**

*Please describe the project’s objective (primary purpose).*

**PROJECT DESCRIPTION**

*Please describe the project. Please limit your response to 200 words.*

**PROJECT PLANNING**

*What tools/method did you use to organize this project? Did you use a PMG? Were your planning tools/method effective? Please limit your response to 100 words.*

**PUBLIC RELATIONS/MARKTETING**

*Describe in detail the marketing and public relations efforts/accomplishments (ex. Newspaper, social media marketing, etc.). Please limit your response to 100 words.*

**GOALS & RESULTS**

*Please list the project goals and final results.*

**ANSWER THE FOLLOWING QUESTIONS, LIMITING YOUR ANSWERS TO 200 WORDS OR LESS.**

Question 1:

What was the biggest obstacle or problem for this project, and how would you suggest avoiding or solving it in the future?

Question 2:

What would you consider to be the biggest success of this project?

Question 3:

What impact would there be on your chapter or community if this project was not run again?

Question 4:

**SPE Category-Specific Question**

**ONLY ANSWER THE QUESTION THAT RELATES TO YOUR CATEGORY (Delete other questions)** Please limit to 300 words.

**Local Community Development –** How did this project address a community need through innovation and collaboration? In what ways does this project have sustainable, long-term impact?

**Financial Development & Economic Growth –** How effective do you feel your use of manpower was and how might you increase the amount earned per man hour in the future? What other factors were critical to the financial success of your project that are not represented by this number, such as sponsorships and donations?

**Member Development –** In what specific ways did this project develop, motivate, and connect your local members?

**Inter-Organization & Civic Collaboration –** How did this project develop and foster collaboration and cooperation between your chapter and the organization(s) you worked with? In what ways did the collaboration provide more impact than if you were to have run the project without them?

**UN Sustainable Development Goals –** What progress did your project make toward eliminating the underlying issue in your community and what next steps would you recommend be taken to eradicate the underlying issue?

**If your project was submitted as part of the MIJC 2018 Anti-Bullying Signature Program, please also answer this question.**

**MIJC 2018 Signature Program –** What is unique to your approach to running this program in your chapter? How could your approach be adapted to be successfully implemented in another community?

Involvement Explanations

*Base* – Chapter’s membership total as of January 1, 2024.

*Chapter Jaycees* – Total number of your chapter only Jaycees involved with the project, from planning to implementation.

*Other Jaycees* – Total number of other chapter Jaycees/senators that helped.

*Non-Jaycees* – Total number of people outside the Junior Chamber that helped and that attended the project.

*Man Hours* – Total number of hours the project took, including planning meetings, set-up, clean-up, etc. (This should be number of hours each person put in added together, ex. 8 people each volunteered 4 hours= 32 Hours)

*Businesses* – The number of businesses that took part in the project.

Appendix H – Robert Joseph Peacock Memorial Award Form (Recruitment)

|  |  |  |
| --- | --- | --- |
| **Peacock Memorial Award Submission Form** | | |
| Recruiter Name: | |  |
| New Members First & Last Name | Quarter New Member Joined | Chapter President’s Signature |
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Appendix I – Thom Stark Memorial Award Form (Vice Presidents)

**\* Downloadable Word file in Document Library**

# THOM STARK MEMORIAL AWARD SUBMISSION FORM

To be completed by a local chapter vice president.

Please complete the following form in its entirety. This form must be completed and submitted with year-end submissions. An interview will be scheduled following year-end submissions.

CHAPTER

NAME

1) Please give examples of how this Local Vice President motivated and inspired members.

2) How did the work of this Local Vice President benefit the community? Be specific.

3) How did the work of this Local Vice President benefit the chapter? Be specific.

4) Describe this Local Vice President’s involvement in chapter and state activities.

5) How does this Local Vice President exemplify the Jaycee Creed in his or her everyday life?

Appendix J – David Lichwala & Martin P. Luthy Memorial Award Form (Presidents)

**\* Downloadable Word file in Document Library**

# DAVID LICHWALA & MARTIN P. LUTHY MEMORIAL AWARD FORM

To be completed by the local chapter president.

Subject to Change – This form is also used for national submission.

Please complete the following form in its entirety. This form must be completed and submitted with year-end submissions. An interview will be scheduled following year-end submissions.

Luthy winners will be selected from Lichwala winners.

CHAPTER

NAME

DURATION

STAFF

SPONSORS

BUDGET

PROFIT/LOSS

IN WHICH UNMDG BEST FIT (IF APPLICABLE)

OBJECTIVE

OVERVIEW

RESULTS

ACTIONS TAKEN

RECOMMENDATIONS

1) Please give an example of how this Local President acted as a leader.

2) Please give examples of how this Local Vice President motivated and inspired members. (N/A)

3) What work has this person done in their community?

4) How has this work benefited the community?

5) What responsibilities did this person take on as a JCI member?

6) How did this member’s contributions benefit their Local Organization?

7) Describe the member’s participation in events and projects of their Local Organization.

8) Describe the member’s participation in events and projects of other Local Organizations, the National Organization and Internationally.

9) How does this member exemplify the JCI Values in JCI activities?

10) Which JCI Value does this member exemplify most in their JCI activities?

11) How does this member exemplify the JCI Values in their personal life?

12) Which JCI Value does this member exemplify most in their personal life?

Appendix M- Membership Plan

Use this Membership Plan to help understand your membership recruiting needs. Once your needs are identified then plan your calendar of events around those difficult months. For example: If you have a lot of members due in the second quarter, then your chapter should be running a more programming this quarter prior and during to help offset members lost. For example – Socials, Community Fundraisers, Membership Drives, Networking Events, etc. Plan your calendar of events based off of this Membership Plan of Action.

HOW TO USE THE MEMBERSHIP TABLE/SPREADSHEET:

* Input your January 1 Base Chapter Member number in the box under the “No. Members” Column for Quarter 1.
* Input the number of members due each quarter in the “Number Due” column. (This information can be found in the membership database, [www.jayceemember.com](http://www.jayceemember.com), or request the information from a state officer.)
* Input the number of members that are up for renewal each quarter that you expect to retain their Jaycee membership in the “Number Retained” column.
* Input the number of new members you expect to gain each quarter.
* Insert the “Quarter End” number as the “No. Members” for the next month. (ie: If Quarter End = 20 for January, insert 20 for “No. Member” for February)
* The “Quarter End” number for December is the quantity of members you plan to have in the Chapter at the end of the year.

**Projected**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Quarter | No. Members | -Number Due | =Beginning Month | +Number Retained | +New Members | =Quarter End |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |

**Actuals**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Quarter | No. Members | -Number Due | =Beginning Month | +Number Retained | +New Members | =Quarter End |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |

Appendix N- Chapter of the Semester Submission Forms

\* Word file downloadable in the Document Library

**2018 MIJC CHAPTER OF THE SEMESTER SUBMISSION CHECKLIST**YOU MUST SUBMIT THIS FORM TO BE CONSIDERED FOR CHAPTER OF THE TRIMESTER

|  |  |
| --- | --- |
| CHAPTER INFO | |
| CHAPTER | PRESIDENT |
| JANUARY BASE | DISTRICT |
| SUBMITTED BY | EMAIL |
| REQUIRED DOCUMENTATION | |
| CHAPTER PLAN (UPDATED FOR TRIMESTER) | CHAPTER OF THE TRIMESTER FORM |
| CHAPTER OF THE TRIMESTER CHECKLIST | UPDATE FROM PRESIDENT  (may be included with plan) |
| ADDITIONAL INFORMATION | |
| Did the chapter submit any Single Project Entries? Please list the title(s) below. | |
|  | |
| Were degrees earned (Jaycee or Jayteen) in this trimester? YES/NO | |
| Were there competitions on a local level in this trimester? YES/NO | |
| Were there competitors from your chapter at the district level in this trimester? YES/NO | |
| Were there competitors from your chapter at the state level in this trimester? YES/NO | |
| Did the chapter submit for Civic Leadership Certification this trimester? YES/NO | |
| Did you hold a fundraising event for your chapter this trimester? YES/NO | |
| Did you hold a New Member Orientation or PMG training this trimester? YES/NO | |
| Did the Chapter achieve Growth in this trimester? YES/NO If yes, what percent? | |

***Continues on next page***

**2024 MIJC CHAPTER OF THE SEMESTER SUBMISSION FORM**  
THIS FORM MUST BE COMPLETED BY A MEMBER OF THE 2018 LOCAL BOARD  
THIS FORM WILL BE USED IN CONJUNCTION WITH THE CHAPTER PLAN DURING JUDGING

|  |  |  |
| --- | --- | --- |
| CHAPTER INFO | | |
| CHAPTER | PRESIDENT | |
| *Based on the critical analysis of your chapter and how it is addressing needs of the membership and community, answer the following questions.* | | |
| IMPACT | | |
| The BoD identified a need within the chapter and took steps to address the issue. Rate your progress on a scale of 1 to 5, with one being just starting and 5 meaning the need has been eliminated. In the space below, briefly describe the need and how the chapter is working to eliminate this need. | | 1 2 3 4 5 |
|  | | |
| The BoD identified a need in the community and is working to address the issue. Rate your progress on a scale of 1 to 5, with one being just starting and 5 meaning the need has been eliminated. In the space below, briefly describe the need and how the chapter is working to eliminate this need. | | 1 2 3 4 5 |
|  | | |
| MOTIVATION, CONNECTION, COLLABORATION | | |
| The chapter has an active and engaged membership. Mark the overall activation achieved in the trimester using your base January number and the following activation point scale. 1-20%=2; 21-40%=2; 41-60%=3; 61-80%=4; 81=100%=5. | | 1 2 3 4 5 |
| Briefly describe your most valuable community partnership during this trimester. Indicate the number of years this partnership has existed. Use 1 for relationships up to one year and 5 for relationships more than five years old. | | 1 2 3 4 5 |
|  | | |

Appendix Q – Fundraising Guide

## Raising That Hard Earned Cash

*Why People Give:*

“People give for almost every conceivable reason: feelings of sympathy, guilt, love, belief in duty, patriotism, and brotherhood. The list goes on. But they give most when they see their own interests reflected in a cause, when they can respond as individuals in need. If you can stimulate this response, your fundraising efforts will be successful. Personalize your appeal. Involve people in your cause. Use specific examples to illustrate the problems that your group is attempting to solve, or to show how people have benefited from your programs. Make donors feel that every contribution counts.” (Sperry and Hutchinson Company)

*Remember the Basic Rules:*

* Try to solicit money for programs that will benefit the community or people. According to the Better Business Bureau, a good non-profit will use 60% of the funds raised for the actual beneficiary. Pay the chapter for running a fundraiser for another local community organization. If you organize a golf outing for the Homeless shelter in your community, pay the chapter for organizing that event. The exact amounts will depend on the actual amount of work that each project needs.
* Ask for a specific amount. Otherwise, you will usually get less than you might have.
* Never assume that people know about your organization’s work. Tell them!
* Be positive. Emphasize the good things contributions will make possible. Don’t tell people your program will collapse without their support.
* Let people know how well you have used past contributions. They are more likely to respond if they believe their money has been well spent.

1. Practice Good Financial Management
   1. Monthly Treasurer’s Reports
   2. Annual Audit by an outsider
   3. Change check signers each year
   4. Big projects should get their own accounts
   5. Shop around for a checking account that has no fees
2. Try to Make all Projects self-funding

## Other Fundraising Ideas

Partnerships with outside organizations and businesses:

* Everyone needs to raise funds. Oftentimes other organizations have similar goals and involvement in the local community and would welcome the cross-organizational partnership.

Large Donors:

* This should be organized as a one-time project.
* Develop a committee and create a list of contribution levels. Things that could be offered at the different levels: Newsletter/Website ad space, shirt sponsorship, specific event sponsorship, sponsor board, membership, brochure sponsorship, newspaper advertisement for all sponsors. Make sure that you have impact numbers – how many newsletters go out and to whom, how many projects does the sponsorship board appear at, etc.
* Put together a professional package – letter from the president on chapter letterhead, chapter business card, chapter brochure, letter from a past chapter member who has local prominence or elected office, sponsorship page

Smaller Donors:

* Good people to ask: Realtors, financial planners, restaurants, bars, CPA’s

Jaycee Supporter Program:

* We Support the \_\_\_\_\_\_ Jaycees: Print up window decals with your chapter name and possibly the year (that way you can hit them up every year!)
* Sell them for $250
* Give them a free membership and add them to the newsletter list
* Buy an ad in the local paper thanking all of your supporters

Raffle:

* Make sure that you get the proper licensing from the state of Michigan
* Get a large item donated-a vacation package, golf package, car, motorcycle
* Smaller items that you can get include: Spa packages, tanning, 1 hour of CPA service, duct cleaning, snow shoveling, etc.

Appendix R – Ten Guiding Principles for Successful Events

# Ten Guiding Principles for Successful Events



1. **Plan ahead**

For “big” events, you need at least six months of advance planning to succeed.

1. **Make it worthy**

Give volunteers, donors and stakeholder something they consider worthy of their time and money.

1. **Do the event more than once**

Like most things, results improve with each repetition. Make sure to look at previous Project Management Guides if this project has been run before!

1. **Take a risk**

Return on investment is greater when the risk is greater. Never be afraid to take a risk.

1. **Count on everything taking more time, money, support**
2. **Reduce event costs to enhance profit**

Special events typically cost 50% of the money you raise so try to get donors and sponsors to underwrite all or most of the event expenses.

1. **Stretch the ask**

Some of your supporters may give you far more than you can imagine if you make it exciting and compelling.

1. **Promote, promote, promote**

Spend 80% of the effort on promotion. It doesn’t matter how good the event is if no one comes!

1. **Excavate hidden benefits**

Events can educate people, gain you publicity and find you new supporters – keep these things in mind when writing your PMG.

1. **Activate different volunteers**

Some people find it easier to support a “once in a while” project. Make sure you ask all members to participate. Be personal!