



THE UNITED STATES JUNIOR CHAMBER.

EXTENSION BLUEPRINT

One of this organization's strongest community development projects is the ability to reach out to communities and begin new Jaycee chapters. This Extension Kit has been designed to teach how to begin a new chapter with easy step-by-step instructions. Use the materials in the "Forms" and "More Resources" sections to complete the necessary forms and paperwork to ensure that the new chapter meets all of the requirements to become fully affiliated with the state organization, The United States Junior Chamber, and Junior Chamber International.

Getting Started

The greatest gift a community can receive is its own Jaycee chapter, and a new Jaycee chapter is the most effective community development project a chapter, region or state can participate in. Think of all the wonderful things Jaycee chapters do for their communities. Now, consider the positive impact a new chapter can have on a community.

This blueprint is a simple, step-by-step program that has been tested and proven to be effective. It is most effective when done in the sequence indicated.

Helpful Hints for Success

1. Be educated concerning Jaycee history and ideals.

Selling something is always easier if the seller KNOWS what is being sold.

2. Don't use high-pressure tactics.

As remarkable as it may seem, some people don't want to be Jaycees. It only gives the Jaycees a bad image and makes people feel uncomfortable when the invitation is too pushy. If progress is not being made, thank the prospect for his or her time and go on to the next prospect. This does not mean to immediately accept a "No."

3. Know the schedule of upcoming events.

This provides the opportunity to get new and prospective members involved quickly in the activities of the new chapter.

4. Always have membership applications.

Pre-printed applications can also be obtained through the US Jaycees service center by calling 636-681-1857 or on the website

www.usjaycees.org.

Preparing to Start an External Extension

Research and planning are the two most important things to consider when preparing to start a new chapter. It is vitally important to know as much as possible about a community before establishing a new chapter. Size, Jaycee history, former Jaycees, community resources, annual events, and activities should be considered. A project committee and thorough planning help to ensure success.

Steps to a Successful Extension

1. Go to the Mayor of the community of the chapter doing the extension and ask him or her to write a letter of endorsement similar to "Exhibit A." If the chapter plans to do more than one extension, get a letter that doesn't mention a specific community; it can be reused.
2. Determine in which community the new chapter will be extended.
3. Two weeks prior to E-day (extension day) send representatives to the community in which the extension is being planned and do the following:
 - a. Contact the Mayor and explain that a new Jaycee chapter is being formed in the community. Ask for his or her support and a list of events or programs in which the members of the new Jaycee chapter might participate. Ask

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for a signed letter similar to "Exhibit B." (This is powerful. Make sure to get this letter.) Ask the

Mayor to create a list of individuals he or she feels would be interested in becoming members of the new chapter. Be sure that addresses and phone numbers are included.

b. Contact the local Chamber of Commerce or business association and explain that a new Jaycee chapter is being formed in the community. Ask for a list of events or programs in which members of the new chapter can participate. Ask for a list of potential members that includes addresses and phone numbers. Many businesses may have owners and/or employees who are potential Jaycees. The Chamber can be a terrific resource for the new chapter.

c. Contact the local media (radio, newspaper, and television) and explain that a new Jaycee chapter is being formed in the community. Ask for their support through Public Service Announcements. The community should undergo a media blitz immediately prior to starting the extension.

When talking to the media, identify the contact person at each location so the media can be updated on the progress of the extension. Ask for their information deadline to ensure timeliness.

d. Personally contact a local bank and follow the procedure in "Exhibit D."

e. Borrow a city directory from the Mayor, Chamber of Commerce, or one of the media contacts. (Not all cities will have one.) Usually there is one in the public library.

f. Go to the county court house or office of elections to obtain a voter registration list.

4. Without going into the community, develop a potential member list using available resources. Get names (include spouses), addresses, and phone numbers. Throughout the entire extension process, keep a spreadsheet of prospects and referrals, along with their addresses and phone numbers and email addresses.

5. Consolidate the names on the spreadsheet eliminating duplicates making sure each prospect

includes name, address, phone number, and spouse's name.

6. Determine the best days and times to do the extension. (For example, Friday, Saturday, and Sunday.) It is important that once the extension team is working in the community, you continue active follow up until the extension is closed.

Each community is different, and weekends may be effective in some communities while weekdays will be more effective in others.

7. On chapter letterhead, copy the nomination letter. (See Exhibit C).

8. Send each potential member on the list the nomination letter (Exhibit C) the letter from their Mayor, (Exhibit B), and the letter from the Mayor of the extending town, (Exhibit A). Put them in the above order. Include a Jaycee recruiting pamphlet if available.

9. Hand address all the envelopes. If the recruits are married, address the envelope to both husband and wife.

10. Mail the letters so the potential members receive them three to five days prior to E-day.

11. Begin the media blitz in the community. Jaycees need to be the "buzz" word in the community the entire week.

12. Call every person that was sent a letter to invite them to an information session. See Exhibit F for a basic script that works effectively.

Remember: The goal is to set an appointment to visit the prospect's business on the days the extension team will be in the community and set up two informational sessions for prospects to come out as well. Study the script and commit it to memory. Ask for referrals from each person contacted by phone. Check each referral for duplication. If not a duplicate, call immediately.

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NOTE: THE GOAL IS TO OBTAIN 25-30 APPOINTMENTS or more for E-DAY.

13. Send a **HANDWRITTEN** post card to each potential member once an appointment has been set. Thank the prospect for the appointment or for attending informational session to meet with them and remind them of the date and time. Write and mail the postcards the evening the appointment is made.

14. When visiting prospects, assign two Jaycees to a team (one male and one female works best). Teams should report to an established meeting point. The Chairperson should stay at the meeting point. Schedule the appointments about 45 minutes apart. Each team should have the following information with them:

- a. A master list of all the appointments for the weekend.
- b. A master list of all the prospective members to whom the letters were sent.
- c. A list of all the suggested events, projects, programs, etc., that the new chapter might participate in that the Mayor, the Chamber of Commerce, community leaders, and the potential members provided.
- d. Any specific information that the callers received on the individual prospects.
- e. Extra copies of all the letters previously mailed.
- f. Extra copies of the Jaycees Magazine or the state publication.
- g. Recruiting pamphlets and brochures, including membership applications.

15. Send the teams out to **RECRUIT** using the information from above. Always attempt to recruit husbands and wives together. An incentive for joining as a couple may be offered. For example, \$55 each or \$100 as a couple.

NOTE: Each new member should indicate the most convenient evening of the week to attend meetings on his or her completed application. This will help to arrange a meeting time for the new chapter.

16. When new members are signed, ask them to go over the list of potential members to whom letters were sent and see if they recognize any of the names. If they do, ask them to accompany the recruiting team to that appointment. In addition, ask them for more referrals. Get names, addresses, and phone numbers. Ask new members if their names can be used when recruiting their referrals.

17. Take names of all new referrals to the central meeting place to ensure there are no duplicates. Add the names, addresses, and phone numbers of the new referrals to your spreadsheet. Send the recruiting teams to see him or her or have them at the information sessions, making sure that each team knows who referred each person. **NOTE:** When approaching these referrals, say, "Joe New-Member (the person who recommended them) asked me to talk to you and I promised him or her that I would." This will open the door for the recruiting team.

18. An alternate plan is to follow the steps in Step 12. Call every person who was sent a letter. The goal is to set an appointment that evening. Tell the prospect, "I have people out in the community right now. May I have them stop by and drop off a brochure?" Have them follow steps in Step 14, 15, and 16.

19. Stay in contact with the community and referrals until a minimum of twenty people have joined the new chapter.

20. Submit proper paperwork and monies to the State.



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Tips for the Extension Chairperson

1. Be sure to get a minimum of 20 checks BEFORE turning all the information over to the state.

2. After deciding in which city or town to extend the new chapter, contact the state organization. They may have resources for obtaining prospective member names and community contacts.

3. If there was a recent pre-existing chapter in the community, try to avoid involving previous members in the new chapter. They may be the reason the old chapter no longer exists. Often new people have a more positive outlook.

4. Identify the names and phone numbers of the Mayor and the head of the community business association or Chamber of Commerce and any prominent businesses in the community. This information may be obtained by contacting the City Clerk or the business association itself.

5. After compiling a list of contact people, call and make an appointment to meet with them. Do not expect to "stop in." Their time is valuable and an appointment will guarantee uninterrupted time with the contact. Attempt to set up appointments for first thing in the morning.

6. Obtain a phone book before entering the community or as soon as possible after arriving. It is a valuable resource for collecting and compiling the names and phone numbers of prospective members.

7. When meeting with the Mayor and community leaders, ask if they will suggest the names of people they know who are of Jaycee age. Ask business owners if they will recommend anyone in their company for membership. Using this method for compiling a list of reference names is very effective.

8. When talking to the Mayor and business leaders, ask them for a location that may be used as headquarters for the extension. It is best if the location has multiple phone lines. The Chamber

of Commerce or library can be helpful either by providing a location or identifying one.

9. Obtain a Mayoral endorsement letter and take it to all appointments. (Exhibit B in this Blue Print) If the Mayor has been a Jaycee, use the letter with the line "As a former Jaycee," if not, use the letter without that line. In most cases, the Mayor will endorse a letter identical to the sample.

10. Dress and act professionally. Business attire is appropriate when dealing with city leaders and business people. As a representative of the Jaycees, the extension team should behave in a professional manner.

11. Have a press release prepared, take it to all appointments and give it to the local media. (A sample press release is included in Exhibit F.)

12. At the recruiting appointments, make sure to get referrals. (See Exhibit G) **THE EXTENSION WILL NOT BE COMPLETED FROM THE ORIGINAL LIST OF NAMES RECEIVED. REFERRALS WILL COMPLETE THE EXTENSION.** Use the referral form in this Blue Print. **IT WORKS!**

13. Consider the extension to be a project. It is not complete until everything is done. Make the appropriate time commitment to complete the project. The committee must persist and work hard until it is finished!

14. Have plenty of volunteers to call prospective members. Look for people with good phone skills and techniques. Take advantage of the opportunity to train people who have never worked on an extension.

15. Have three or four teams of two people each available to go into the community on the "E-day." Meet with them ahead of time to discuss the procedure. Allow the experienced team members to train the inexperienced recruiters. A team with one woman and one man works best. In addition, if using "state" people, it is best to



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have one "local" person and one "state" person per team.

16. Set up two information sessions for prospective members.

16. Remember: Unless a check is in hand, DO NOT count any individual as a YES. "Interested" people do not count until they are interested enough to write a dues check.

After the new chapter has NO FEWER than twenty new Jaycees, it's important to continue to

build the chapter. Follow through and follow up by organizing the first meeting, first newsletter to notify the new members of the first meeting, thank-you notes to all who helped on the extension (Mayor, business sponsors, Chamber of Commerce), and letters congratulating new members. This is just the beginning of a new chapter. The extending chapter/chairman must commit to see the new chapter through its growing pains. Refer to the Chapter Green Chip program for guidelines in helping the new chapter through its first months. For further information and guidance on the extension and Green Chip process, please contact The United States Junior Chamber Membership Services Department at 800.JAYCEES.

Developing Chapter Requirements

Developing Chapters are a new and exciting way to begin to develop new chapters. Developing Chapters can be started with as few as 10 new members and are designed to reach the 20 members needed to be recognized as a Local Chapter within 90 days of filing the extension paperwork.

It is important to know that starting a Developing Chapter still requires the same work and dedication needed to start any new chapter. This

new extension program allows a Developing Chapter to form and begin growing as a chapter.

Each and every step outlined above, with the exception of 20 member minimum, should still be followed as a blueprint for developing these chapters and the focus should remain on getting 20 or more new members for the chapter.

Without having a total of 20 members, the chapter will not be able to reap the full benefits

of the US Jaycees or the state in which they are located.

It is also important to understand that after initial submission of the required paperwork the chapter will receive a letter for the US Jaycees outlining the chapters standing in the organization. A Developing Chapter will be allowed to use the US Jaycee name and trademark in the activities of the chapter. This license agreement will only be good for 90 days.

Once the Developing Chapter has grown its membership to the required 20 or more members, it will receive its official charter and full rights as a Local Chapter as outlined in the US Jaycees Bylaws and Policies.

Forms

Once the Extension Blueprint in the "Getting Started" section of the Extension Kit has been read, it is time to use several of the forms provided. One of the most used forms is the **Membership Application**. There are three applications to a page. Simply duplicate them as needed. This provides an unlimited supply of membership applications! For those who choose to use a brochure in involving new members into an extension, contact the National Service Center and have a box shipped to the extension

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chairman. The **Application for Affiliation** is to be completed and enclosed with the other forms. The **Charter Member Form** is the form on which the names and pertinent information of all charter members will be recorded. The form has five areas in which to record the information.

Additional Resources

The **Extension Checklist** helps to keep track of the materials necessary to completing the extension and ensuring that the new chapter meets all requirements in becoming affiliated with the state organization, The United States Junior Chamber, and Junior Chamber International.

One important item that needs to be submitted is the **Constitution and Bylaws** of the new chapter.

Finally, the effectiveness of completing an extension is not the number of members you successfully recruited into the new chapter, but rather how active the new Jaycees become. A time-tested program entitled **Green Chip** is a 90-day activation program used to assist the new chapter.

Exhibit A

Sample letter of recommendation from the Mayor of the extending chapter town.

[HOME TOWN STATIONERY]

(Date)

I proudly write this letter of recommendation for the Home Town Jaycees.

In a community that has a great number of civic organizations, the Home Town Jaycees have developed into a group of "True Doers." They are a dynamic, public-spirited group promoting leadership training through community involvement.

The Jaycees were the first community organization to donate funds towards the establishment of the Home Town Little League and currently sponsor their own Little League team. They sponsor Football Skills, work with the American Cancer Society and Relay for Life, contribute to several local charities, and have donated funds to the Home Town Fire Department for the purchase of life-saving air bags (list the chapter's accomplishments here). Although I have only mentioned a small part of the Jaycees' contributions, it is obvious that the Jaycees have become an important asset to the Home Town community. In short, the Home Town Jaycees are a very dynamic part of the City of Home Town.

Sincerely,

John W. Williams

Mayor

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Exhibit B

Sample letter of recommendation from the Mayor of the extension town.

[NEW CITY STATIONERY]

(Date)

Jane White

200 Church Street

New City, PA 17478

Dear Ms. White:

It has been brought to my attention that a chapter of the Jaycees is being organized in New City. I am glad to see this organizing effort is under way and heartily endorse both the organization and the developing local chapter.

The Jaycees were active in New City some years ago and did many good things while in existence. A return of the organization will help our community in many ways while providing leadership-training opportunities for our young people.

(As a former Jaycee,)* I am familiar with the many valuable services the organization renders to communities like ours. I fully support the goals of the Jaycees and look forward anxiously to the development of a strong local chapter.

Wishing you all success, I am,

Sincerely yours,

Lynn B. Millard

Mayor

(*Delete this line if Mayor was not a Jaycee.)

Exhibit C

Sample letter of nomination mailed to all prospective members minimum of 100.

[EXTENDING CHAPTER STATIONERY]

Dear Community Leader:

CONGRATULATIONS! You have been nominated for membership in the greatest young person's organization in the world today — the New City JAYCEES! The Jaycees is an organization of young people between the ages of 18 and 40, promoting personal and professional development as well as community service opportunities. Most importantly, Jaycees have fun!

Enclosed is a brochure explaining the Jaycee organization. We will be contacting you in the near future to schedule an appointment and to answer any questions you may have regarding this unique opportunity to join a brand-new Jaycee chapter.

We are looking forward to speaking with you. Should you have any questions, do not hesitate to call us at 123-4567.

Yours in Jaycee Spirit,

Randy Heller, Extension Chairman

Home Town Jaycees

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Exhibit D

Involving a local bank in the extension process.

When making contacts in the extension community, an appointment should be made with the local bank manager. Explain that a new Jaycee chapter is being started in the community.

Ask the manager if he or she is familiar with the Jaycees. If not, explain the Jaycee concept and how the Jaycees can help the people of his or her community. Emphasize the individual development area and explain how Jaycees improve the local members through chapter programming. Show him or her the letters of support from the local Mayor.

At this point, ask if there are bank employees who could benefit from membership in the Jaycees. This is important. Don't ask, "Is there someone you would like to have as a member?" They could easily say NO and the conversation would be finished. Ask, "Who from this bank do you want to have involved in this new Jaycee chapter?" The manager is then able to give the name of an employee he or she would like to see in the Jaycees. Ask if this employee is available for a brief meeting. Let the manager call the person into his or her office. Explain that a new Jaycee chapter is being formed in the community and Mr./Ms. (manager of the bank) would like for him or her to get involved. Plan to explain the Jaycee concept to the employee. After the explanation, ask him or her to complete a membership application. Then ask the manager if the bank pays dues for their employees for this type of organization. Often, the answer is YES. Explain that the new chapter will need a bank account and ask the manager if the local Jaycees can open an account in the bank.

** At this point ask the manager for the charter fee. Often, banks are willing to sponsor the new chapter by paying a portion or the entire charter fee. You now have one member, a bank account, a sponsored charter fee, and if asked, the bank employee that just joined may agree to be temporary treasurer. Ask both the manager and new member for referrals. If the bank chooses not to cooperate, go to the next bank.

THE KEYS TO THIS APPROACH ARE:

1. Get into the manager's office.
2. Sell the manager on the Jaycees, especially the Individual Development area.
3. Get the employee in the office with the manager. The employee will feel like they have to join and usually will become an active member.
4. Be enthusiastic and confident. Don't be intimidated by the bank manager.

Exhibit F

Sample telephone script and sample news release.

REMEMBER: Always be positive even if people say "no."

Hi! This is _____ from the _____ Jaycees.

How are you doing tonight? I'm calling regarding the New Town Jaycees. Did you receive our letter?

(OR for referrals - "Are you familiar with the Jaycees?")(YES) Great! Then you're aware of the outstanding contributions that a Jaycee chapter can make to a community like New Town. (NO) Well, we are a group of positive, young leaders who do some outstanding projects in the _____ area.

That's why I'm calling you tonight. I would love to have you come out to our information session so we can explain the Jaycee concept further, because it may be perfect for you! Would _____ (day) _____ at _____ (time) _____ be a good time, or would you prefer _____ (day) _____ at _____ (time) _____ ?

Great! (Give name of place of meeting and directions).

OK, I'll see you on _____ (day) _____ at _____ (time) _____. Have a nice evening!

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SAMPLE NEWS RELEASE

The Home Town Jaycees are starting a new Jaycee Chapter in New Town.

The Jaycees is an organization for young men and women aged 18 through 40. It provides its active members the opportunity to develop their leadership skills by becoming involved in community service projects and programs.

The Home Town Jaycees will be in New Town contacting individuals who would like to take advantage of this opportunity to become a member of the new New Town Jaycees.

If you are between the ages of 18 and 40 and would like to learn more about the Jaycees, please contact Randy Heller at (717) 790-4829 or check out our website at www.hometownjaycees.org and contact us via email.

Exhibit G

Involve the members of the new chapter in the team extension effort.

Help us fill your chapter with your friends!

WHO . . .

. . . is in a similar situation as yourself?

. . . do you work with?

. . . are the two most promising young people you know?

. . . is planning to be married?

. . . is expecting an addition to their family?

. . . is buying a new home?

. . . has recently moved here?

. . . has recently been promoted?

. . . has recently started a business?

Name _____

Spouse _____

Address _____

City _____ State _____ ZIP _____

Home phone _____ E-mail address _____

Age _____ Occupation _____

Name _____

Spouse _____

Address _____

City _____ State _____ ZIP _____

Home phone _____ E-mail address _____

Age _____ Occupation _____

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Name _____
Spouse _____
Address _____
City _____ State _____ ZIP _____
Home phone _____ E-mail address _____
Age _____ Occupation _____

Revised 07/11