



JCI Programming & Professional
Development Series

CHAPTER DEVELOPMENT

Who can do a Chapter Extension?

EVERYONE.

Every member, no matter their JCI “title”
can set up a new chapter



TOP TEN TIPS

Membership Engagement

1: Location, Location, Location

- Think of where to base your chapter
- Chapters within 30 minutes of another chapter are more likely to grow quicker
- Areas where chapters folded may still have JCI-aged members

Membership Engagement

2: Who are you going to talk to?

- Chambers of Commerce's are a great resource. Many need new board members so will want to interact with our generation
- Local politicians want to be associated with young professionals who are “doing good” and can plug you into the community
- JCI Alumni – there may have been a chapter, they can advise what happened

Membership Engagement

3: What's going on?

- Is there a Young Professionals (YP) group that wants to expand?
- What are the issues facing the community?
- Is there regeneration work? i.e. new apartments, businesses with young professionals
- Meet with non-profits who may need support

Membership Engagement

4: How will you talk to people?

- Find media connections – local media need stories & your press releases are that
- Ask the chamber, local politicians and non-profit groups to spread the word
- Flyers / business cards needed for when you launch // Social Media
- Ask JCI USA // JCI Alumni for help (providing there wasn't JCI drama last time)

Membership Engagement

5: Social Media 101

A facebook page on it's own or an event invite is NOT enough

You need to promote on facebook, twitter, instagram AND LinkedIn

You need to go to a new audience— pay for facebook advertising to target people

Post across community groups and ask chamber / media / non-profits to share

Membership Engagement

5: Social Media 101

Do not just create an event page and invite current Jaycees / people who view your state page – they have drunk the cool aid.

You want new people!

Ask senators/alumni/advisors to share

Tell your fellow state presidents and ask to share as they may know people

Make sure you tell JCI USA too

JCI USA can help build social media pages and update

Membership Engagement

6: Building Links 101

Non-profits can help with validation

Non-profits are built into their community

Many non-profits have younger volunteers looking for MORE

Many non-profits want to develop young professionals to become board members

Jaycees are perfect partners – we are LEADERS – we have professional leadership experience so they can serve on non-profit boards in the future

Membership Engagement

6: Building Links 101

Jaycees are perfect partners – Jaycees can take on projects that the non-profits run or want to develop – pooling resources and help non-profits good “brand name” in the community

Joint projects help to develop your new members confidence to do their own

Build trust within community by helping a recognized organization

Membership Engagement

7: Find your first FIVE

JCI members who moved are great trailblazers

Go through former chapter rosters – there may be of age members in a chapter that folded who could join

Ask chamber/ politicians to recommend

Ask JCI USA – we're often emailed by people asking where a chapter is – we have a central spreadsheet for 2018

Membership Engagement

7: Find your first FIVE

Contact young professionals you see getting out in their community

Visiting networking groups – they may want to do expand into more than just networking

Children / grandchildren of senators

Don't get discouraged – cast your net far and wide

Once you have FIVE interested, find another 2 to 3 and you begin!

Membership Engagement

8: Your FIRST EVENT

Invite your prospective new members

Market not just on your chapter or state facebook page

50% won't show up so don't be despondent

Invite JCI alumni who aged out within last 5 years as more in tune with organization

Invite local chapters and your state team

Make it informal—appetizers/drinks

Membership Engagement

8: Your FIRST EVENT

Have Jaycee members who can talk to new members on a one-to-one basis

Have a suggestion box for projects your new members might like to do

Don't JCI vomit—they aren't ready for it

State leaders should meet every prospective member

Have 2nd Event ready to announce on this first night

Membership Engagement

9: What's NEXT?

For 2nd event – invite politicians, media, non-profits and chamber contacts

Have a more formal introduction

Plan an easy community event – i.e. litter pick, beach clean up. Nothing complicated or high-budget

Ideally have a National Officer there or State President and IPP so there are multiple people who can talk “JCI” without scaring your new members off

Membership Engagement

9: What's NEXT?

Find a President/Key Leader

Talk to JCI USA on chapter set up –
i.e. tax, incorporation, chartering

Send media photos and a press release from your 1st event, with details of the 2nd

Send everyone a thank you note

You need a min of 10 to charter

Membership Engagement

10: Your FIRST YEAR

Start with 3 board members minimum – President, Secretary, Treasurer

Treasurer very important to ensure all tax and state information submitted

Schedule consistent regular meeting time so people get used to JCI

Two events per month – 1 social / 1 community

Start chapter on CLC and members on Passport

Membership Engagement

10: Your FIRST YEAR

Once you feel ready, begin JCI Training: Achieve, Admin, Impact

Arrange training / planning session with Chapter Development Director

After 6 months—review and make a call on when to let the chapter run itself

Don't try and save the world – chapters who do large new projects, burn out and then in year two can collapse

Calendar of events so members the energy of monthly activity

Over communicate – press release everything & have social media strategy

Remember!

- Focus on Getting 20 Members
- Focus on Fun Projects
- Devote time to planning
- Devote time to media/pr and getting the word out
- Don't be hard on yourself
- Ask JCI USA for help – nfitzgerald@jciusa.org



REBUILDS

Rebuilds

- **Follow the same plan and tips as beginning a new chapter**
- **Talk to JCI USA and previous state leaders as to why the chapter folded**
- **Be prepared for JCI drama – don't engage – change the conversation to a positive**
- **No time for “that's the way we always done it”. The chapter died. The old way DID NOT WORK**
- **Phone members who are within JCI age to gauge their interest – don't rely on emails**

Checklist

- Interested members within JCI age
- Review previous projects and look to bring back the most popular – use the “brand name” of the project as a way to get some interest back
- Talk to non profits about a new project to do
- Book in JCI trainings – the previous members need a JCI refresh
- Politely let alumni know but advise that chapter going in a new direction



SUPPORT

JCI USA Support

- Chapter Set Up & Paperwork
- Social Media Strategy and Media help
- Visits to boost profile and morale
- Helping start a chapter plan
- Help identify members and leaders
- Connect you with JCI Alumni
- Reasons why a chapter folded
- Advice and mentorship – give me a call!



TAKE-AWAYS

FINALLY...



- 1)Have Fun!
- 2)Ask JCI USA for support!
- 3)Avoid JCI alumni drama!
- 4)Make sure you OVER communicate!
- 5)And have fun!

Questions?

nfitzgerald@jciusa.org





Appendix

Tax Information & Paperwork

Before starting your new chapter, please contact the Chapter Development Director and the JCI USA Executive Director

Please refer to your state's non profit tax laws and codes – some states require additional filing – these change regularly so don't assume you know.

See if a law firm will help pro bono with incorporation and by laws in exchange for being a supporter or sponsor

Tax Information & Paperwork

Your IRS status would be a 501C4 – JCI USA will take care of the overarching filing but you will need to do some too

Visit

<https://www.irs.gov/charities-non-profits/applying-for-tax-exempt-status>

Check in with our financial director or a CPA you know

Tax Information & Paperwork

First – get your EIN Tax ID – we have a powerpoint to help you

IRS form 1024 is not for 501c4 – you need form 1024-A

These are separate forms – make sure you use 1024-A

IRS form 1023-EX is for 501c3 – you do not need this form – this is for 501c3 only

IRS form 8976 is required within 60 days of formation for all organizations started after 2015.

IRS form 990 needs submitting yearly

Tax Information & Paperwork - 990

Visit

<https://www.irs.gov/charities-non-profits/annual-exempt-organization-returns-notices-and-schedules>

Charities and non-profits can file the following forms electronically through an IRS Authorized e-File Provider.

Form 990, Return of Organization Exempt from Income Tax.

Form 990-EZ, Short Return of Organization Exempt from Income Tax.

Form 990-PF, Return of Private Foundation.

Form 990-N (e-Postcard)