



THE UNITED STATES JUNIOR CHAMBER®

Identifying and Attracting PROSPECTIVE MEMBERS

1. Ask a sports celebrity, Mayor, a local legislator, or a panel of politicians to speak at a chapter meeting. Use lots of publicity. Invite prospective members to attend.
2. Provide prospects with something free such as a chili dinner, casino night, beer, films, steak fry, dance, barbecue, family picnic, or a chance to win a raffle. Give a larger prize such as a weekend at a resort to the 30th prospect to walk in the door.
3. Host a sporting event between prospective members and Jaycee members. (Example: softball, volleyball, basketball, trap shooting, hunting events, card games, indoor or outdoor putting contest, etc.)
4. Rent a van or bus and pick up all prospective members on a meeting night. Put a Jaycee sign on the vehicle and advertise the “pick up” in the local paper and on the radio.
5. Provide a service for the prospects such as mowing lawns, raking leaves, painting rooms, washing cars, etc.
6. Have police “arrest” prospects and then ask the prospects to join the Jaycees. Have Jaycees, wearing chapter shirts, do the recruiting.
7. Establish a telephone recruiting campaign. Five Jaycees call the same prospect within an hour on the same night asking the prospect to join. The last caller asks if anyone has offered an invitation to join lately.
8. Get pictures of prospects and make a “Most Wanted” poster to put on display in a prominent place in town.
9. “Kidnap” the family of a prospect and treat the family to a meal or movie while treating the prospect to a beer or soft drink and recruiting them into the chapter.
10. Purchase (or get donated) a Big Wheel tricycle. Display the Big Wheel at a popular business location and give away free raffle tickets to win it. Ask parents to write their names, addresses, phone numbers, and ages on the tickets. At a later date, invite the Jaycee-aged participants to an M-night or chapter social.
11. Greet people as they enter a chapter project such as a Haunted House. As they exit, give them something compliments of the chapter. Talk with them about chapter activities and ask if they would like to participate and join.
12. Personally distribute membership applications to prospects at local sporting events or other community activities with a special invitation to a chapter meeting.
13. Present each newcomer in the city with a packet of Jaycee materials. Include a meeting schedule and personal invitation to attend a chapter event. Offer to help the new family get settled and oriented to the community.
14. Print a large newspaper advertisement stating “Special Sale on Jaycees! This Week Only!” Make the ad like any sales ad but list the major activities of the chapter and date, time, and location of chapter meetings and invite prospective members to attend.