



THE UNITED STATES JUNIOR CHAMBER®

BLUE CHIP PROGRAM

Tips and Suggestions

Revised 9/01

The following tips and suggestions have been written to facilitate the Blue Chip process for chapters. The needs and desires of the membership in conjunction with the needs of the community and available resources should determine the contents of the chapter's Plan of Action. Creativity will determine the format of the plan and the format of the Annual Report. Projects and programs listed here are suggestions that can be utilized to fulfill the different Blue Chip requirements.

1. Prepare a chapter plan

The chapter plan is the roadmap used to steer the chapter in a focused direction. A well-thought-out plan guarantees well-rounded programming that meets the needs of the membership and the community. The chapter plan outlines the direction of the chapter for the year and allows flexibility and creativity in planning new and existing chapter activities. The chapter plan should identify the needs of the members, needs of the community, chapter strengths and weaknesses, short and long-term goals, anticipated problems and solutions, and a calendar of events. For an in-depth discussion of chapter planning, please refer to the Chapter Management section of *The Book*.

2. Surveys

An effective survey program for both members and community leaders must be utilized for an effective chapter plan. At least once a year, a member and community survey should be completed to identify the needs and wants of the membership and the community. For members, this survey can be done at a membership meeting or can be completed over the phone or in person. For a community survey, target community leaders such as the mayor, chief of police, heads of for-profit and non-profit organizations, the Chamber of Commerce, and other leaders in the community. To achieve the desired results, at least a portion of the survey should be conducted through personal interviews.

3. Constitution and Bylaws/Chapter Incorporation/Chapter Liability Insurance

The Constitution and Bylaws of a chapter are an important legal document that protects the chapter in issues of liability. Each chapter should review their Constitution and Bylaws on at least an annual basis to ensure that chapter procedures are in line with existing Bylaws or if new procedures arise, new Bylaws must be drafted to address specific issues. Each chapter should file for incorporation through their state to protect individual members in issues of liability.

4. Conduct a Board of Directors orientation/social

The President should hold a Board of Directors orientation/social. This event can be used as a chapter plan development program, a brainstorming session for the plan, or most importantly, a team-building exercise to ensure that the Board of Directors knows one another and are all focused on the overall success of the chapter.

5. Chapter must have year-end growth by at least one member if at active chapter size or growth by at least ten percent if below active chapter size

Membership growth is of utmost importance to keeping a chapter viable and continually bringing new project and program ideas to the members and the community. The age group encompassed by Jaycees is a volatile one, with members moving, changing jobs, getting married, having children, and other life changes. Members choose not to renew their membership annually for many different reasons. These members must be replaced by new members in order to keep a chapter viable and able to meet the needs of the members and the community.

6. Conduct monthly general membership meetings

Membership meetings are held monthly, preferably on the same day and in the same location each month. This builds a sense of continuity in the chapter. At the membership meeting, project reports are given notifying the membership of upcoming events, and time for social interaction should be included on the agenda. The membership meeting is a monthly team building exercise for the entire chapter.

7. Conduct monthly Board of Directors meetings

Monthly Board Meetings are necessary to ensure that the chapter is on track toward meeting chapter goals. At this meeting, chapter business is discussed and projects approved. The chapter budget is reviewed monthly to make sure that all expenses are paid in a timely manner.

8. Conduct one State Emphasis Area Project

Most state organizations adopt programs pertinent to the state for increased awareness of a community need or issue. These statewide emphasis programs can be investigated through the state office.

9. Conduct two National Vital Impact Programs

The United States Junior Chamber has a number of programs available (all program materials are free of charge to chapters) for local chapters to become involved in. Please refer to the following chart for ideas.

10. Conduct an Activation program (see below)

Programs such as Springboard and Degrees of Jaycees can help to quickly activate members and ensure their continued involvement in the chapter. Please refer to *The Book* for further description of these programs.

11. Conduct a mid-year chapter plan review session.

Halfway through the year, it is recommended that the chapter Board of Directors take an in-depth look at the chapter plan to determine if chapter goals are being met. The chapter budget should also be reviewed at this time to ensure that financial goals are being reached as well. Please refer to *The Book* for a further description of a mid-year review program.

12. Conduct Community Area of Opportunity programming

See the chart below for ideas as well as reviewing the community survey to address needs in the community.

13. Conduct Individual Area of Opportunity programming

See the chart below for ideas as well as reviewing the member survey to address needs of the membership.

14. Conduct Management Area of Opportunity programs

Projects that fit in the Management Development area include ways and means (chapter fundraising), training programs, communications within the chapter (newsletter), socials, chapter visitations, sports, meetings, etc.

15. Conduct International Area of Opportunity programs

Projects that fit in the International Involvement area would include Twinning, or any program that involves international exchanges or cultures.

16. Conduct Business Area of Opportunity programs

Projects that fit in the Business Opportunities area would include the Entrepreneurs Program, NBN, Value Investing, Career Advancement, or any other program that enhances the members business skills or networking opportunities.

Program Name	Program Name	Description
Shooting Education	Community Area of Opportunity	Gun safety education program for youth.
Junior Chamber Family AIDS Network	Community Area of Opportunity	Fundraising efforts for children and families affected by HIV/AIDS.
National Outstanding Young Farmers	Community Area of Opportunity	Recognizing Jaycee-aged farmers for outstanding contributions to agriculture.
Ten Outstanding Young Americans	Community Area of Opportunity	Recognizing Jaycee-aged individuals in 13 areas of endeavor.
Jaycees Against Youth Smoking	Community Area of Opportunity	Educating 6th-grade students about the consequences of smoking and tobacco use.
Family Talk	Community Area of Opportunity	Educating parents regarding ways to talk to their children about underage drinking.
Entrepreneurs Program	Individual Area of Opportunity - Business Area of Opportunity	Seven-part training program for individuals interested in starting a small business.
National Business Network	Individual Area of Opportunity - Business Area of Opportunity	Internet web site designed to promote business networking and opportunities among Junior Chamber members.
Value Investing	Individual Area of Opportunity - Business Area of Opportunity	Video seminar to give participants a basic investment philosophy to ensure a secure financial future.
Career Advancement	Individual Area of Opportunity - Business Area of Opportunity	Training program designed to assist members in becoming a more well-rounded and aggressive employee.
John H. Armbruster Competition	Individual Area of Opportunity	Interview competition that recognizes members for their Jaycee knowledge following their first year of membership.
C. William Brownfield Competition	Individual Area of Opportunity	Interview competition that recognizes members for their Jaycee knowledge during their first year of membership.
Write-Up Competition	Individual Area of Opportunity	This competition recognizes excellence in writing abilities by individual members.
Durward Howes Speak-Up Competition	Individual Area of Opportunity	This speech program recognizes excellence in speaking skills.
Andrew and Charlotte Mungenast Family of the Year Competition	Individual Area of Opportunity	This interview program recognizes families who have promoted and exemplified the objectives and beliefs of the Jaycee Creed.
Jaycee Jeopardy Competition	Individual Area of Opportunity	This competition recognizes members for their knowledge of the Junior Chamber organization, history, officers, goals, and activities.
Debate	Individual Area of Opportunity	This team competition recognizes members for expertise in debate.

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Program Name	Program Name	Description
Town Hall Meetings	Community Area of Opportunity	Gathering of community members to discuss a common interest or listen to candidates for elected positions debate the issues of the day.
The Final Chapter	Management Area of Opportunity - Chapter Management	Training module designed to help chapters finish their year.
Super 7 - Seven Steps to Effective Chapter Management	Management Area of Opportunity - Chapter Management	Training module designed to teach seven basic steps to having a successful chapter.
Relationship Recruiting	Community Area of Opportunity	Training module that outlines a plan to recruit new members through building community relationships.
The AIM Program	Management Area of Opportunity	Training module designed to activate new and current members.
30 Checks, What's Next?	Management Area of Opportunity	Training module on how to activate a newly chartered chapter.
Vision, Mission and Strategy	Management Area of Opportunity - Chapter Management	Training module that addresses developing a long range plan and a vision for a chapter.
Unknown at Home	Management Area of Opportunity - Public Relations	Training module for effective chapter public relations.
Corporate Recruiting	Community Area of Opportunity	Training module that outlines program to recruit new members through business contacts.
No Time To Lose	Individual Area of Opportunity	Training module that teaches time management skills.
Stress Management	Individual Area of Opportunity	Training module that teaches stress management techniques.
The Plan	Management Area of Opportunity - Chapter Management	Training module that helps chapter leaders develop a plan for their year.
It's All Greek To Me	Management Area of Opportunity	New member orientation and activation program.

(For an additional listing of training programs available contact the National Service Center at 800.JAYCEES or customerservice@usjaycees.org)

17. Prepare an Annual Report

At the end of each Jaycee year, the chapter should thoroughly review all activity of the chapter for the year and determine if goals were met. An Annual Report should also include a review of the financial picture of the chapter. All information is compiled into a report and should be made available to the members and the state organization. Please refer to *The Book* for a detailed description of an Annual Report.

18. Proof of insurance (general liability) and Incorporation

Annually, chapters should ensure that they are covered by a general liability insurance policy in the event of legal action taken against a local chapter for any reason. A chapter insurance program is available through The United States Junior Chamber (see *The Book* for details) or in many cases, through the state organization. Incorporation is an important need of a chapter. A chapter that is incorporated has limits in terms of liabilities based on the chapter's assets, rather than the individual member's assets.