



OUTSTANDING YOUNG FARMER

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Introduction

This handbook is an integral part of The United States Junior Chamber of Commerce's Management Development process. It has been developed to give you a resource with the information you will need to conduct a sound, viable Outstanding Young Farmer program in your state.

As the OYF state program manager, you are a motivator, an initiator of action, and a resource person in your state. The skills you use this year can be strengthened and developed to use in your career as well as this, and other, Junior Chamber offices. By using the planning and organizational tips and procedures described in this handbook, your job will not only become easier, but also more productive and successful.



OYF Pre-Test

Name _____

E-mail address _____

State _____

1. OYF is

2. The national OYF program is administered by

3. The national OYF program is sponsored by

4. The national OYF program is supported by

5. Who can be an Outstanding Young Farmer?



The United States Junior Chamber®

Outstanding Young Farmer STATE PROGRAM MANAGER DATA SHEET

PROGRAM MANAGER INFORMATION

Name _____

Address _____

City _____ State _____ ZIP _____

Home phone _____ Work phone _____

Fax _____ E-mail _____

Chapter name _____ State name _____

FAMILY INFORMATION

Spouse's/Partner's name _____

Children's names _____

EMPLOYMENT INFORMATION

Place of employment _____

Address _____

City _____ State _____ ZIP _____

Position/Title _____

Supervisor's Name/Title _____

Can you accept calls at work? yes no

OTHER INFORMATION

Birthdate _____

Best time and place to reach you _____

Hobbies and other interests _____

Please complete this information form and submit to:

THE UNITED STATES JUNIOR CHAMBER
Attn: National Outstanding Young Farmer Program Manager
4 West 21st Street • Tulsa, OK 74114-1116
Fax: 918.584.4422 • E-mail: oyf@usjaycees.org



OYF Training

AUTHORIZATION FOR LETTERS TO EMPLOYER AND SPOUSE

TO WHOM IT MAY CONCERN:

I hereby authorize The U.S. Junior Chamber of Commerce to contact my employer and spouse for the purpose of communicating with them about my participation in The U.S. Junior Chamber's state program manager's training seminar.

Signature _____ Date _____

Printed name _____

State _____

Please complete this authorization form and submit to:

THE UNITED STATES JUNIOR CHAMBER

Attn: National Outstanding Young Farmer Program Manager

4 West 21st Street • Tulsa, OK 74114-1116

Fax: 918.584.4422 • E-mail: oyf@usjaycees.org



Sample Letters

Dear (Spouse's Name):

I would like you to know how much I appreciate your generosity in giving up this past weekend with (Name) so (he/she) could attend the Outstanding Young Farmer Congress. I know how tough it is to lose what free time you have to share and I want you to know that I'm grateful for your cooperation.

As you probably know, the Outstanding Young Farmer program is the oldest farmer recognition program in America, selecting the first group of national winners in 1955. Four national winners are selected each year from the Top 25 State Winners for their progress in agricultural career, soil and water conservation practices and contributions to community, state and nation.

The purpose of the Outstanding Young Farmer is to bring about a greater interest in the farmer -- to foster better urban-rural relations through the understanding of the farmers' problems, as well as the appreciation of their contributions and achievements.

The leadership and management training (Name) received this weekend was designed to help Junior Chamber members develop plans for and with individual Junior Chamber chapters in your state. Key elements of the seminar include agriculture education, personnel motivation, and implementation techniques. The goal, beyond developing successful Outstanding Young Farmer programs, is to help (Name) develop the management talents that will make (him/her) more productive in (his/her) career and more successful in all (his/her) activities.

Again, many thanks for your cooperation and understanding. Without people like (Name), the Outstanding Young Farmer program wouldn't be possible.

Sincerely,

True Wallace
The United States Junior Chamber
National Program Manager

Sample Letter to Employer

Sample Letter to Spouse

Dear (Employer's Name):

I want to thank you for your cooperation in allowing (Name) to attend the Outstanding Young Farmer Seminar held this weekend by The U. S. Junior Chamber of Commerce at the National Outstanding Young Farmer (NOYF) Awards Congress.

The Outstanding Young Farmer program is the oldest farmer recognition program in America, selecting the first group of national winners in 1955. Four national winners are selected each year from the Top 25 State Winners for their progress in agricultural career, soil and water conservation practices, and contributions to community, state, and nation.

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I appreciate your willingness to let (Name) attend this seminar. If you have any questions about this seminar or about the Outstanding Young Farmer program, please call me at 918.584.2481.

Sincerely,

True Wallace
The United States Junior Chamber
National Program Manager



The OYF Program

WHAT IS OYF?

The roots of the Outstanding Young Farmer program date back to the founding of The U. S. Junior Chamber of Commerce. In 1920, in his first speech as National President, founder Henry Giessenbier stated that one national concern on which we should focus our attention was the improvement of conditions for the farmer and better urban-rural relations through a keener understanding of agricultural problems.

Many years later, while serving his term as State Vice President in 1951, Dale Spears of Shenandoah, Iowa, proposed that the Iowa Jaycees should recognize an outstanding young farmer with a suitable yearly award. The project was accepted and eight entries were received for the state contest that year. The OYF program was proposed, approved, and conducted as a national program in 1954. The OYF program is the oldest farmer recognition program in the United States, selecting its first group of national winners in 1955.

Among the notable former state and national winners of the Outstanding Young Farmer award are John R. Block (IL), former U.S. Secretary of Agriculture; James R. Moseley (IN), former U.S. Undersecretary of Agriculture; Milt Hertz (ND) and Keith Bjerke (ND), former directors of the Agriculture Stabilization and Conservation Service (ASCS); and William Richards (OH), former chief of the Soil Conservation Service (SCS). Some other distinguished former OYF winners are Dean R. Kleckner (IA), president of the American Farm Bureau Federation; and Peter C. Myers (MO), president of the Farm Credit Council.

WHY IS OYF IMPORTANT?

Today's farmer is an entrepreneur in a complex agribusiness. The farmer must understand all aspects of farming, including computers, an ever-changing economy, farm implements, and other equipment used in farming operations. The farmer must also comprehend the complexities of fertilizers and insecticides used to raise the high volume and quality crops demanded by consumers, while not running afoul of expanding environmental regulations.

Without innovative, efficient farmers, American consumers would not enjoy the quality food now available

and would not be able to aid people in other countries where famine is rampant. The Outstanding Young Farmer program encourages farmers to strive for innovative, efficient farming operations that use natural resources wisely.

As the farmer's business has changed, so has his involvement in the community. Today's farmer has become an active citizen, participating in everything from local and state government to civic groups and charitable organizations.

The average age of the American Farmer now is 56 years. It is critical for the prosperity of our nation and the world that the American Farmer be successful. Therefore, the Outstanding Young Farmer program is an invaluable resource for farmers of all ages to converge at the NOYF Congress and exchange ideas and gain valuable educational opportunities.

The Outstanding Young Farmer program also encourages greater interest in the farmer through appreciation of the farmers' contributions and achievements. OYF is an easy way to recognize local citizens' contributions, encourage better urban-rural relations, and develop a positive image for our Junior Chamber chapters and expand membership. When farmers see what good is done as a result of OYF, they will come to you to become members.

PROFILE OF JOHN DEERE & COMPANY



**JOHN
DEERE**

The U.S. Junior Chamber is extremely proud to have the national OYF program sponsored by John Deere & Company.

Founded in 1837, John Deere & Company has grown to become the world's leading manufacturer of farm equipment and a major supplier of construction and forestry equipment. Deere also markets North America's most complete line of lawn and grounds care equipment for homeowners and commercial users, and provides credit, health care, and insurance products for businesses and the general public. As the sole sponsor of the OYF program from 1976 to 1993, Deere & Company has been a leader in agricultural innovation since John Deere brought the first reliable plow to the agribusiness more than a century and a half ago.

The John Deere dealers in your area may be one of the program's most valuable resources. Get to know them and personally invite them to participate. Extend to them your appreciation for their company's active support of the Outstanding Young Farmer program.

However, whether or not you are able to involve them in your program, acknowledge that the national OYF program is sponsored by Deere & Company in all your publications, news releases, and conversations with the media.

PROFILE OF THE OUTSTANDING FARMERS OF AMERICA (OFA) FRATERNITY



The OYF program is supported by the Outstanding Farmers of America (OFA) Fraternity, comprised of former state and national OYF winners.

At the 36th National Outstanding Young Farmer (NOYF) Awards Congress in 1992, the OFA members present voted to accept an official partnership role in the conduct of the OYF program. The OFA Fraternity offers advice and assistance on local, state, and national levels. Some of the areas in which they might assist you are in locating potential sponsors, serving as judges, conducting forums, obtaining publicity, and organizing agricultural support for your efforts.

Beginning with the 1993-94 OYF program year, OFA members began submitting nominations of deserving young farmers to local contests or, if a chapter chooses not to participate in OYF, directly to the state contest.

All Junior Chamber state and local organizations are encouraged to contact any OFA members in their area to ask for assistance.

OFA FRATERNITY OFFICERS

President

Marlan Johnson (Mary)
4105 202nd Street
Eagle, NE 68347

Vice President

Steve Moest (Janeen)
11113 N. Christian Hollow Road
Winslow, IL 61089

Secretary/Treasurer

John Maxwell (Trish Reisner)
Rt 1 Box 173
Donohue, IA 52746

PROFILE OF THE NATIONAL ASSOCIATION OF COUNTY AGRICULTURE AGENTS



The National Association of County Agriculture Agents (NACAA) is an invaluable asset in the broad scope of the Outstanding Young Farmer Award. Members of the NACAA are the direct link to the young farmers of Generation X. They have their fingers on the pulse of the agriculture community and are a valuable resource when acquiring nominations for the NOYF award.

The NACAA is made up of Extension Educators and Professionals working in Agriculture, Horticulture, Natural Resources, 4-H Youth Development, Community Development, and various other areas.

The NACAA works to promote Extension Agents as credible research-based educational resources as well as enhancing the leadership skills of its members. The NACAA also devotes time and attention to educating the public on the plight of the American Farmer.

The immediate national past president of the NACAA serves as a judge for the NOYF Awards and as a vital advisor.

NACAA OFFICERS

President

Dave McManus
1001 N. Second Street
Montrose, CO 81401
dmcmanus@coop.ext.colostate.edu

Vice President

Steven E. Munk
220 W. Sixth Street
Sioux Falls, SD 57104-6001
smunk@minnehahacounty.org

President Elect

Eddie Holland
5001 San Antonio Highway
Kerrville, TX 78028
e-holland@tamu.edu

Past President

Curtis Grissom
1109 W. Market Street
Athens, GA 35611
cgrissom@acesag.auburn.edu

HOW THE OYF PROGRAM WORKS

Junior Chamber chapters take the first step leading to the announcement of America's Four National Outstanding Young Farmers.

- Ask local Judges to review a confidential list of the top young farmers (five is suggested) in order of ranking, based upon the requirements and judging criteria.

- Assure each judge that you will not divulge their names to anyone without their permission. This will assist in gaining their cooperation, as some of the farmers may be their customers.

Most Junior Chamber chapters and state organizations follow the same judging guidelines and eligibility criteria used to determine the four national OYF winners. By using the same criteria, they give their winner the best possible chance to win national recognition.

The national OYF judging criteria are:

- Progress in Agricultural Career = 50 percent of total score;
- Soil and Water Conservation = 25 percent of total score; and
- Contributions to Community, State and Nation = 25 percent of total score.

The national eligibility criteria are:

- Be an actual farm operator, deriving a minimum of two-thirds of his or her income from farming; and
- Be aged 21-39, inclusive, not becoming 40 prior to January 1, for culmination in the state OYF winner's participation in the national contest in February.

Junior Chamber members should meet with potential judges such as:

- Local Outstanding Farmers of America (OFA) members
- National Association of County Agriculture Agents (NACAA)
- County extension agent
- Farmers Home Administration officer
- Agriculture Stabilization and Conservation Service (ASCS) manager
- Soil Conservation Service (SCS) technician
- Farm bankers and land brokers
- Farm implement dealers (John Deere dealers)
- Feed and seed dealers

After the judges give you their rankings, tabulate the results. Assign five points to the first place farmer, four

points to the second place farmer and so on. Then add up how many points each farmer received from all the judges to determine the winner.

Inform the winning farmer that they have been selected as your local Outstanding Young Farmer, discuss the program and procedures, and assist them in completing the nomination form for state judging.

Local OYF winners are entered in competition to select the state winner. The state winner is recognized at a statewide event, usually in conjunction with a quarterly Junior Chamber state meeting.

The state program manager then assists the state winner in completing the nomination form for national judging and in securing the other items required for the National Outstanding Young Farmer (NOYF) Awards Congress.

The OYF National Program Manager sends all national entries to five national judges for review. The judges, recognized leaders in American agriculture, deliberate independently for two weeks before returning their rankings to the OYF National Program Manager who tabulates the results.

The names of America's Four Outstanding Young Farmers are held in strictest confidence until they are announced at the NOYF Awards Congress.

STATE JUDGING PROCEDURES

- Obtain a panel of three to five judges.
- Send a letter and a nomination form to potential judges inviting them to participate.
- Follow up with a telephone call three to four days later.
- When you speak with potential judges, explain the entire OYF program, its purpose, precisely what the judging process will entail, and how long the judges will have to examine the entries.
- After obtaining a verbal commitment, ask the judge to send you a written commitment.

Judges should be:

- Prominent agricultural authorities
- Represent different areas of agriculture

Examples of judges are:

- a farm broadcaster
- an agricultural loan officer
- the state's Secretary of Agriculture
- last year's state OYF winner
- the head of a college or university's agricultural department

Junior Chamber members and Deere & Company employees should not be judges.

Two ways of judging are suggested.

- Gather your judging committee in one central location to select the winner, or supply each judge with a copy of all entries and let them judge at home and return them to you.
- Each judge should select the ten farmers he or she feels are the most outstanding. Each judge should then rank the candidates in order of preference. Use a point system, giving the first place farmer ten points, the second place farmer nine points and so on. Then tabulate the total number of points each farmer receives. The farmer receiving the most total number of points is selected as your state winner.

STATE OYF RECOGNITION EVENT

There are numerous ways of recognizing the state Outstanding Young Farmer, ranging from a news conference to a full-blown state event. Choose the one that is best for the state -- or start with something simple and build on it each successive year. Here are a few possibilities:

For a News Conference

- Arrange for a room to be used (at City Hall, at a bank, local John Deere dealer, etc...) for the news conference.
- Set up the room with: a standing podium and microphone; a draped 6-foot table beside it; a wide center aisle in front of the podium; seating to both sides of the aisle; and refreshments at the rear of the room.
- Place the Creed banner on the wall directly behind the podium, place an American flag to the left of the head table (from the audience's viewpoint).
- Ask the winner which members of the agricultural community he or she would like to have invited (banker, seed dealer, feed dealer, etc).
- Encourage the OYF winner to invite his or her family and friends.
- Invite the governor and other dignitaries to participate in an appropriate fashion.
- Invite and introduce, during the news conference, local John Deere dealers and any National Association of County Agriculture Agents members or OFA members from the area.
- During the news conference, explain that the OYF winner will now go on to the National OYF Awards Congress.

- After giving a few highlights of the winner's accomplishments, invite the John Deere dealer to the front to participate in giving the plaque to your winner.
- Ask the Outstanding Young Farmer to make a few comments.
- Open the floor to questions and then thank everyone for coming.

In Connection with an Existing Event

The state may already have an event at which the farmers in the state are recognized. Check with the Chamber of Commerce to see what events may already be planned, and ask their cooperation in gaining permission to recognize the state's Outstanding Young Farmer at a featured point during the event.

Farmer Appreciation Night

The Farmer Appreciation Night is a stand-alone event to which all area farmers are invited thus providing the members of your state's agri-business community the opportunity to "rub shoulders" with many existing and potential new customers. It can be conducted as a ways and means project or as a break-even event.

The principal elements of the Farmer Appreciation Night are:

- Sponsorships
- Plaques and certificates
- Solicitation of awards for OYF winner
- Arrangements for program itself
- Participation of farm families in the area
- Promotion of ticket sales and publicity

Through the Farmer Appreciation Night, all young farmers are honored for their achievements. Public attention is focused on the important role farmers play in the everyday life of the nation and local communities.

The following can be included: entertainment; displays of sponsors' products; demonstrations of new farming techniques; speeches; and the ceremony announcing and recognizing the OYF winner which should be the highlight of the evening.

Invite OFA members and ask one or more to explain the OYF process beyond the state event and to congratulate all the young farmers for their exceptional achievements.

Invite local sponsors (John Deere dealers, NACAA representatives, feed dealers, banks, co-ops, etc.) to participate in the festive evening. Also ask sponsors to assist with presenting the awards, giving speeches, and exhibiting products and services.

Mention all sponsors in the program book, on the awards themselves, and during the ceremony. Seat sponsor representatives at a special table during the program.

NATIONAL OYF COMPETITION PREPARATION

After you've selected and recognized your state OYF winner, there are still a couple of things for you to do.

- First, notify the OYF National Program Manager so that arrangements for your state OYF winner and their special guest can be made for the NOYF Awards Congress.

- Second, help your state OYF winner prepare and submit the national entry materials. The OFA should be extremely beneficial in this regard.

National Entry

The following items constitute the national entry and must be received by the OYF National Program Manager by September 4.

- **Farmer Nomination Form.** This must be typed using black ribbon. Ink or pencil copies will be disqualified as will any entries with extra pages! Remember the nominee must not turn 40 prior to January 1.

- **One 8x10 photograph** of your nominee in business attire. This should be a head-and-shoulders shot.

- **Two 8x10 photographs** of the farm family together. These prints will be used in the souvenir program book and state winner video.

- **Thirty snapshots** of your nominee at work and of their farm operation. Be sure to include a description of each photograph. All photographs become the property of The U.S. Junior Chamber.

- **Types of Photos Needed**

- Overall shots of farm and farm operation.
- If a crop farm, close-ups and over-shots of crops. If more than one crop, several shots will be needed.
- Shots of unusual equipment, especially if designed and/or built by the nominee.
- Shots of buildings.
- Shots of water and land conservation projects.
- Shots of any reforestation projects.
- Shots of farmer and spouse, both, in the office handling bookkeeping procedures.
- Candid shots inside the home of nominee and family at the dinner table, in the den, in the family room, etc.
- Shots of nominee and family in formal or casual poses with hobbies or pets.

National Deadline

- All entry materials should be postmarked by **September 4.**

- All materials should be mailed in one envelope reinforced by cardboard.

- All state winner gifts to program manager by **January 1.**

- Mail your entry to:

**Outstanding Young Farmer
National Program Manger
The United States Junior Chamber
4 West 21st Street
Tulsa, Oklahoma 74114-1116**

NATIONAL OUTSTANDING YOUNG FARMER AWARDS CONGRESS

The Top 25 Outstanding Young Farmer winners receive a trip, including airfare, registration and lodging, to the National Outstanding Young Farmer (NOYF) Awards Congress where they participate in farm tours, forums, meetings, and socials.

Among the featured guests in attendance are the President and Executive Vice President of The U.S. Junior Chamber of Commerce; nationally known authorities in agriculture, agricultural broadcasting, and telecasting; and the Outstanding Farmers of America (OFA) Fraternity.

Traditionally in late February the NOYF Awards Congress culminates with the selection of America's Four National Outstanding Young Farmers.



Sample Letters

Sample Letter to Potential Judges

Date

Dear Mr./Ms. (last name):

The (state) Junior Chamber of Commerce recognizes excellence in agriculture through its Outstanding Young Farmer (OYF) program. Past honorees include (list notable past state winners).

The (state) OYF program is sponsored by (sponsors).

The National Outstanding Young Farmer program is administered by The U.S. Junior Chamber of Commerce, sponsored by Deere & Company, and supported by the Outstanding Farmers of America (OFA) Fraternity and the National Association of County Agriculture Agents (NACAA).

I respectfully invite you to serve as a judge in selecting the (state) OYF honorees for (year). Your knowledge in the field of agriculture will be invaluable in determining the recipients of this prestigious award.

Upon your acceptance of this invitation, nomination forms will be forwarded to you, along with judging criteria. You will have time to examine the nominations and recommend the young people you feel are most deserving.

The (state) Jaycees (or Junior Chamber of Commerce) will be greatly honored to have you participate as a member of our OYF judging panel. I will be in contact with your office to confirm your participation.

Sincerely,

Name
(state) Outstanding Young Farmer
State Program Manager



The Program Manager

WHAT'S IN IT FOR YOU:

BENEFITS FOR PROGRAM MANAGERS

- You will develop and strengthen your management skills.
- You will improve your abilities to plan, schedule, and make decisions.
- You will learn to work with all kinds of people.
- Your public speaking skills will improve.
- You will learn to present and promote your ideas more effectively.
- You will learn to "sell" your program. Members and chapters have to "buy" to get involved in OYF.
- You will make good friends.

YOUR RESPONSIBILITIES AS A STATE PROGRAM MANAGER

- Prepare budget and financial reports on the state OYF program.
- Promote OYF to chapters through regular telephone calls and personal appearances.
- Provide guidance to chapters in selecting their local winner and preparing that winner for state competition.
- Keep chapters in your state informed about the state and national OYF programs through your state publications or an OYF newsletter.
- Promote the OYF program at state, regional, district, and chapter meetings.
- Publicize OYF through news releases to radio stations, television stations, and newspapers.
- Work closely with the OFA members in your state to develop well-planned OYF programs that will benefit the entire community.
- Solicit sponsors to assist in funding your state OYF program.
- Secure qualified judges to choose your state's Outstanding Young Farmer.
- Inform the OYF National Program Manager of the name and address of your state OYF winner as soon as he or she is selected.
- Coordinate arrangements for the state OYF banquet and awards ceremony.
- Assist your state OYF winner in preparing the Farmer Nomination Form and photographs for national competition.

- Assist your state OYF winner in obtaining gifts for the traditional gift exchange at the NOYF Awards Congress.

- Act as liaison between local, state, and national Junior Chamber organizations.

- File monthly activity reports with the OYF National Program Manager. Share them with your CDVP and other state officers, where appropriate.

- Keep good records of all OYF activity in your state and help recruit your successor.

MORE TIPS FOR PROGRAM MANAGERS

This year you will have a great experience serving your state as a program manager. In order for you to do your very best and have the greatest year possible, here are some things to help you.

- **Believe in yourself.** Try to remember that you were appointed to this position because your state leaders believed you were the best person for the job. You accepted the appointment because you knew you could do the job well. Do the best that you can all year and you will be successful.

- **Believe in your program.** Your job is to sell the chapters in your state on your program. To do this, you must believe that it is important and exciting, and that it offers a unique community service opportunity for your state. Share that belief with the chapters and they will begin to feel the same way about it.

- **Be committed.** Make a commitment right now to meet the goals for the program in your state.

- **Be positive.** Eliminate the word "can't" from your vocabulary. Transform problems that arise into opportunities to meet challenges. Your positive attitude will rub off on others.

SUGGESTIONS FROM FORMER PROGRAM MANAGERS

Here are some suggestions that past state managers of other programs have shared. They may be helpful to you as you prepare for a successful year as a program manager for your state.

- Send a letter of congratulations or thanks (or both) to the new State President, Community Vice President, and Regional and District Directors. This will introduce you and your program to the decision makers and will begin to educate them about your work.

- Be sure to introduce yourself and your program to the assistant to the State President. Getting to know this person will help you in your communications to the State President.

- When talking with Regional and District Directors, show them how your program can help their chapters activate members. Since chapter service and activation is the primary consideration of these two offices, help them to see the value of encouraging chapter participation in the program.

- Send a letter to all of the newly affiliated chapters in your state, as well as the reactivated chapters, introducing them to your program. Explain how they can become involved in it, encourage them to plan a project, help them understand how the program will help them meet their goal to activate members as well as provide community service.

- Be sure to follow a letter up with a telephone call. Don't let your contact get cold. Follow-up telephone calls let people know that you are committed to the program and that you are interested in doing all you can to help chapters become involved.

- Find out what the chapters in your state need and then help them use your program to meet those needs.

- Don't be afraid to ask for help or forget to say thank you. It's never too late to send a thank you note or approach a chapter for assistance.

- Don't give up. Even if you fall short of your goal this year, you will have done much to prepare the way for your successor.

CHECKLIST FOR SUCCESS

- Complete the State Program Manger's Planning Guide. Set specific and measurable goals.

- Call or visit chapters to influence them to run the OYF program and request the assistance of DDs, RDs, and other state officers in promoting OYF.

- Solicit the help of a local radio station in developing radio public service announcements (PSAs) to send to other radio stations across the state. Use PSAs to promote the Junior Chamber and OYF.

- Request time on the agenda of state board meetings, or offer to conduct a forum at the meetings.

- Involve the Outstanding Farmers of America (OFA) Fraternity directly in your state OYF program and use your area John Deere dealers and NACAA representatives in promoting your state OYF program.

- Establish your judging committee and deadlines early. Make sure you leave time to prepare your state winner's entry for national OYF competition. All national entries must be postmarked by September 4.

- Decide whether you will have a one-day or week-end event or banquet for the state OYF event.

- Invite speakers, judges, state sponsors, John Deere dealers, NACAA representatives, state Junior Chamber president, national Junior Chamber Vice President, past state OYF winners, and OFA members to your state OYF event.

- Use your state publications to promote OYF and your state OYF event.

- Send registration information and materials for your state OYF event early to all state officers and local chapters.

- Start thinking about what your state OYF winner might take to the NOYF Awards Congress as a gift to exchange with other state OYF winners.

- Let the OYF National Program Manger know the name, address, and telephone number of your state winner immediately.

- Compete with other OYF state program managers in the national OYF state program manager incentive program.

- Keep records and notes. Record everything that is done. Keep track of who was called, when they were contacted, what was discussed, when meetings were conducted, what occurred at the meeting, etc. The more detailed, the better. This provides a history upon which future OYF programs can be planned.

- Send in monthly activity reports to the OYF National Program Manager.

- After your state OYF program is completed and the state winner has attended the NOYF Awards Congress, keep going. Continue promoting OYF throughout the year to give the program a better chance to work the following year.

- Find a replacement so that the OYF program has a full 12-month operation and promotion in your state. Consider a two- to three-year appointment for state program mangers.

- Follow-up and complete your State Program Manager's Planning Guide. Send thank you notes to everyone who assisted or provided materials. Be as thorough as possible.



Effective Presentations

COMMUNICATION

Your success as a state program manager is directly related to your personal ability to communicate: how well you verbalize your thoughts, how well you write, and -- most important -- how well you listen.

Listed below are the "Ten Commandments of Good Listening," developed by Keith Davis, Professor of Management at Arizona State University. If you follow and practice these you will have fewer problems communicating with your membership.

1. Stop talking!
2. Put the talker at ease.
3. Show people you want to listen.
4. Remove distractions.
5. Empathize.
6. Be patient.
7. Hold your temper.
8. Go easy on argument or criticism.
9. Ask questions.
10. STOP TALKING!

Remember that Mother Nature gives humans two ears but only one mouth -- a gentle hint that we should listen more than talk.

REWARDS AND INCENTIVES

The most important words you can say are, "Thank you." When the chapters in your state complete a project, say, "Thank you." When someone goes out of his or her way to perform a task necessary to the success of a project, say, "Thank you."

But don't just leave it there. Find some way to show your appreciation in a tangible way. Offer certificates of appreciation that you've printed on your computer at home.

Rewards and incentives don't have to come out of your pocket. Convince local businesses to contribute small -- but welcomed -- services that your volunteers will appreciate. Ask a local dry cleaning chain to contribute certificates for \$5 off on their cleaning bill. Convince a local restaurant to participate as a sponsor to the project by treating the chapter and their spouses to a celebratory dinner. Get a local skywriting firm to fly over the project event and write, "Thank you. Jaycees!"

Find unique ways to say, "Thank you" to the participants for all their hard work.

TIPS FOR SUCCESS

Preparation

The most important part of your presentation is the preparation. Preparation prevents panic. If you know what you're going to say, you won't be as nervous.

Read about the areas you plan to emphasize. If you are talking about a subject and your information is incomplete and inaccurate, you lose credibility with your audience. Be clear in your mind about what you want to say, how you want to say it, and what messages or major thoughts you want to leave with your audience.

Understand your audience. To whom are you speaking? What are their interests? What are their needs? What is your audience expecting you to say? What should you say?

Most people pay better attention when you can relate the points of your presentation--promotions, activities, projects -- to their own lives, their families, their children, faith in God, their jobs, and their pocketbooks. Don't forget the Junior Chamber concept of Individual Development, Community Development, and Chapter Management. We need all three!

Appearance

Dress for the occasion. Find out the dress code of the chapter you are visiting, then dress accordingly. A more serious tone is set by wearing a suit and a more relaxed tone by casual wear. Office attire is your best bet: tie and sports jacket or suit; dress, suit, or dress slacks and jacket. It is much easier to dress down a suit than it is to dress up a T-shirt. Remember to be neat and clean with shoes shined and clothes pressed, freshen up just before you meet your audience, and wear a nametag identifying you and the program you represent.

Handouts

It's a good idea to take materials with you to leave with your audience. Fact sheets about your program, summaries of your remarks, and business cards are very important. Audiovisual materials, such as overheads or videotapes, are useful. Additional promotional material

about your program, such as posters, booklets, newsletters, or sample project kits can be helpful. If possible, make the handouts available after your remarks.

Facilities

Check the room size and lay out. Be sure there are enough tables and chairs and that they are arranged as you want them. Check the audiovisual system to be sure it's operational and that all the equipment is available. If possible, arrange to have someone operate the equipment for you. Be sure there are extra bulbs, cords, extension cords, and adapters available. If you are providing writing materials for note taking, distribute them prior to the start of the session. Also, if you have handouts that need to be used during your presentation, distribute them as well. Test the lighting and sound and set them to your specifications.

THE PRESENTATION

Your presentation begins the minute you get out of your car or enter the room. How you present yourself has a direct effect on how well the audience will listen. Always be conscious of how you appear and act. Once you get to the front of the room, knock 'em dead by following these suggestions.

The first rule is:

Tell them what you're going to tell them.

Tell them.

Then tell them what you've told them.

- **Prepare your comments.** Do whatever research is necessary for you to present your comments confidently. They are expecting a good speech. Give them one.

- **Practice your speech.** Rehearse it while you drive to and from work, in front of a mirror, to your spouse, anytime, and anywhere you get a chance.

- **Make your opening effective.** The comments you make in the first 30 seconds will determine how long you hold your audience. Spark their interest immediately.

- **Speak as to an individual.** Most of your conversation is done on a one-to-one basis. Utilize the same principle when you talk to an audience. You'll be more effective -- and more comfortable.

- **Use voice pitches, gestures, pauses.** Speak high; speak low. Use your hands and body to help you emphasize points. Pauses can emphasize points or recapture the attention of your audience. But be careful not to appear artificial. Be yourself.

- **Multimedia.** Use multimedia, including videotape, 16mm movie projector, audio cassette, overhead projector, flip charts, chalkboard, exhibits, opaque projector, slide projector, record player, etc.

- **Handouts.** Use handouts or samples. Although it's best to hand these out at the end of your presentation, you may find it convenient to pass them out before or during a presentation, especially when you refer to it during your talk.

- **Movement.** If the room is small enough, you might leave the podium, walk among the audience, move to different locations in the room, or sit on a table in front of the podium to give a more relaxed, informal tone to your talk. Be sure, though, if you leave the podium and microphone that your voice can carry throughout the room.

- **Audience participation.** Make reference to others in the room. Have others make a comment or remark about an experience or incident. (Their remarks must be brief.) Use quizzes, question-and-answer period, round-robin comments, brainstorming, etc.

- **Exhibits.** Bar graphs, charts, diagrams, pie charts, photographs, etc., on flipcharts or overheads can be effective illustrations to your presentation.

- **Zero in on your topic.** Don't try to cover too large an area with your speech. Make your point and make it decisively. Use key phrases and "sound bites" to emphasize the main points -- they are easier to remember.

- **Summarize your message.** No matter how good you were, somebody's mind was wandering. Quickly summarize your message before you leave the lectern.

- **Don't be perfect, just be good.** Perfection can be its own worst enemy. Just be the best you can be and accept and learn from your mistakes when you make them.

SECTIONS OF YOUR PRESENTATION

Speaker Introduction to Audience

Prepare a short biography of yourself on paper and give a copy to the individual who will introduce you. It should be brief and to the point.

If you are going to speak on a specific subject, modify your biography with those things that make you qualified to speak on the subject.

Opening Remarks

Congratulate the chapter or meeting group on the fine job everyone is doing. Mention the Chapter President and comment on the good work that he or she is doing.

Bring greetings from the state Junior Chamber President or national officers. Mention a few of the out-

standing projects or activities of the chapter. What recent contribution have they made to their community? Cite some of the chapter's members by name. (You can talk to the Junior Chamber Chapter President before you speak and ask about these things.)

Be sure they feel that you are glad to be with them to share ideas and viewpoints on the Junior Chamber movement.

Be careful of too much humor. You may end up entertaining your audience but leaving them nothing else. Most important, be sure that the humor you use will not be offensive to anyone. References to sex, gender, ethnic background, religion, or disability are not appropriate. If you are in doubt about a joke or story, don't use it.

Be sure to visit with the members as well as the "big shots."

Presenting Your Material

There are six different ways to present your material:

- Logically or in sequence
- As comparisons with other issues
- Geographically
- Chronologically
- Psychologically (easiest information first, then building in complexity)
- Problem-to-solution progression

The method you choose should be appropriate for your material, for your audience, and, most important, for you. To do a good job, you must be comfortable with how you are presenting your arguments.

You can use these methods of presentation to give an informational talk, to engage your audience in problem solving, to motivate, to sell, to achieve a decision, and to teach.

Whatever you do, try to surprise them. Keeping them a little off balance keeps them interested. Go for the odd, the innovative, the weird. Try to think of a different line, theme, or approach for your talk, something captivating, interesting, new, and different.

Follow-up

Probably the most overlooked aspect of a talk or speech is the appropriate follow-up. It's vital that you provide information to your audience to enable them to get more information or take action on the issue you presented to them. Write on a flipchart the name and address where your audience can write to receive additional information or printed material about this and other rele-

vant issues. Don't forget to mention any cost that might be involved. Prepare a simple handout with the names and addresses of resource people who can be called upon to help, such as local, state, and national Junior Chamber officers and staff. Don't forget to list your own name.

Close of Speech

Remember, tell them what you said you'd tell them, tell them what you told them, and tell them again. Summarize the highlights of your talk. Don't talk so much that you don't have time for a question-and-answer period. For some people, this is the most important part of your presentation: the opportunity to ask you questions about your project. Tell them how they can receive additional information. Thank them sincerely for their time and attention and tell them how much you enjoyed talking with them and meeting them. If you're not in a hurry, let the audience know you'll be available after the meeting to talk with them.

Then be done with it. Don't drag out your exit. Stick to your time schedule. You'll find those in your audience and those who invited you will appreciate your attention to their agenda.

Displays and Distribution of Program Materials

Displays at state and regional meetings are excellent way to promote your programs and emphasize a particular theme. Your display may be made up of many different materials, but the best display is one that can attract attention to your program and provide information about its purpose. Make your display as attractive and eye-catching as possible. Say as much as possible with pictures or illustrations; the less people have to read, the more attracted they are to your display.

You know your program and its goals better than anyone in your state, so direct your program to the chapters and try to sell them on its value to their community. Remember, you are trying to SELL your program; design your display accordingly.

Make plans to set up the display in the most suitable location well in advance of the meeting time. Also make sure the materials you have for distribution are related to the subject of your display.

EFFECTIVE USE OF MULTIMEDIA

One asset you have in conducting an effective training session or meeting is multimedia aids. It has been proven, for example, that we learn:

- 1 percent by taste
- 1.5 percent by touch
- 3.5 percent by smell
- 7 percent by hearing
- 87 percent by SIGHT

Also, audiovisual displays during a presentation greatly increase the retention of information. People generally remember:

- 20 percent of what they hear
- 30 percent of what they see
- 50 percent of what they SEE AND HEAR

If you want your audience to learn and retain the information you're bringing to them in your speech, use audiovisuals.

Also, overhead transparencies, used sparingly and properly, will serve as notes for your talk.

TYPES OF MULTIMEDIA PRESENTATIONS

Flip Charts

These lend authority to an oral presentation. Your audience participates by silently reading the printed copy along with you. Flip charts are easy to make, easy to use, and portable. They are used in support of your spoken presentation and reveal what you want the audience to know, when you want them to know it. (Suitable for a limited audience.)

Overhead Projector

Use an extension of the easel and flip chart concept. Used in a fully lighted room, the presenter faces the audience and uses the overhead projector. Capable of showing a large image, projectors are suitable for fairly large audiences. You can add information to a prepared overhead slide by marking on it with special markers or by overlaying additional transparencies onto the basic slide. These are particularly useful for "progressive disclosure" of information on a single transparency or series of transparencies.

Slides

Relatively inexpensive, slides are suitable for audiences of all sizes and, although they must be used in a

darkened room, they hold attention by introducing information impossible to convey verbally. Slide projectors are easily available and simple to operate. Slides can be changed by remote control from the lectern. Be very careful to use slides to illustrate a portion of your presentation. Keep it under ten minutes and get the lights back on so your audience doesn't go to sleep.

Sound/Slide Show

This is a slide show with a prerecorded soundtrack. This presentation comes off exactly as you have planned it when you use recorded sound. Music and sound effects can be added to professional voices for added impact. Sound slide presentations can be distributed to reach additional groups beyond the original presentation.

Filmstrips

These have all the merits of slides plus the advantage that the pictures cannot get out of order. Filmstrips are relatively inexpensive to reproduce in quantity once the original presentation has been developed; they are compact and inexpensive to distribute; without recorded sound.

Audiotape

Recorded messages don't stammer, stutter, or waste time. They are timeless and maintain their enthusiasm, zest, and conviction through endless performances. They add variety to meetings by introducing other voices -- perhaps those of famous people. Taped recordings can be easily edited to extract the most important information.

Films

These have the advantage of conveying your message exactly the same way each time they are shown. One of the most versatile and effective of all audiovisual media, films combine all elements of good communication: movement, color, language, and sound, often enhanced by music. The film can transport viewers to faraway places with all the dramatic impact of being there. Good movies on many subjects can be obtained at little or no expense from rental libraries.

Videos

These combine the entire above element with convenience, ease of handling, and availability. You can even make your own videotape to convey your message. Your presentations can be for any size audience. Unless your presentation is for an extended period of time (90 min-

utes or more), try to keep the length of your videotape less than seven minutes. You don't want to forfeit precious time or bore your audience. After all, they came to hear what you had to say, not watch television.

For low-cost or no-cost films and videotapes, contact:

- Local school system
- Council on alcoholism
- Electric, gas, or telephone company
- Junior Chamber school teacher
- University or college
- Library
- City Hall
- Church organization
- Local social service agency
- Motion picture rental company (Yellow Pages)
- Video rental store
- Cooperative Extension Service

TECHNICAL TIPS FOR SUCCESSFUL MULTIMEDIA PRESENTATION

- **Stick to the KISS principle.** Keep It Short and Simple. Don't put so much information on an overhead or a slide that the message is lost and the audience is confused.

- **Make your visuals visible.** Use large charts, even for small audiences. For big audiences use slides, films, or videos, if you have a large screen monitor. For overhead transparencies, use 18-point type face.

- **Stick to the 6x6 rule.** On overheads or slides, use no more than six lines with no more than six words per line.

- **Use color, not art, for your headline.** Pictures and drawings require interpretation. Headlines are grasped more quickly.

- **Eliminate details.** Simplify. Be ruthless in eliminating all details that detract from your visuals.

- **Avoid glare.** Adjust charts to minimize reflection. Use light lettering on dark background on projected visuals whenever possible.

- **Clarify the obvious.** Key feature should occupy at least half the screen, chart, or display.

- **Show all the key points.** Oral presentations include everything necessary to sell through the ears. Likewise, visual presentations must include everything necessary to sell through the eyes.

- **Allow ample preparation time.** Most of us feel we don't have time to prepare adequately for the best possible visuals -- or to rehearse them thoroughly. We expect them to work wonders for us. When they don't, we vow never to use visuals again. Allow plenty of time to polish

up your presentation.

- **Make a file copy of your visuals.** Use the roughs, or make photographic copies of your visuals to be kept with your script. This helps in preparation, presentation, and, later, reviews.

- **Check on the worst seats.** Center your screen or charts for the people on the extreme right and left. Mount it high enough for all to see. Move it forward, if necessary, to clear lectern, table, chairs, or other obstructions. Adjust audience seating as needed.

- **Spotlight your opaque visuals.** If you want people to see something, it must be visible.

- **Remove competing distractions.** Arrange beforehand to clear the stage of previously used visual aids. If necessary, call a break to give you time to clear the stage.

- **Check all arrangements before you begin.** Make sure you've done everything humanly possible to prepare for a smooth presentation.

- **Maintain contact with your audience.** Know your visuals well enough to maintain constant audience contact.

- **Don't show your visuals prematurely.** If you want to emphasize a point before the visual, keep the visual hidden. Example: Don't expose flannel board cards before they're used. With flip charts, don't flip to the next chart until you're ready for it.

- **Stick to your presentation outline like glue.** Visuals are produced to emphasize and highlight a presentation. If you depart from that prepared presentation, you're in trouble because your visuals will no longer be coordinated with what is being said.

- **Be honest and sincere.** Too much cleverness and "cuteness" leave you suspect in the eyes of the audience.

- **Keep your visuals moving.** Parallel your word flow with a visual flow. Don't spend too much time on one visual.

- **Use only well-trained assistants.** If anyone helps you, make sure your assistant is acquainted with the visuals.

- **When you are through, put your visuals away.** Your visuals are priceless to you. To all other speakers, they are usually worthless. Get your visuals out of the way when finished.



Communication Record

*Use this form to record presentations made to potential sponsors.
Make copies of this form for the number of visits you make.*

Company _____

Contact _____

Address _____

City _____ State _____ ZIP _____

Pphone _____ Fax _____

E-mail _____

MY IDEAS/STATEMENTS

YOUR IDEAS/RESPONSES:



Project Planning

CHAIRMAN'S PLANNING GUIDE (CPG)

This is a useful planning tool created and used by The U.S. Junior Chamber of Commerce and its chapters. Junior Chamber chapters are encouraged to create a complete CPG. Chapters are urged to share the CPG with their state and national offices -- and project partners -- from the first planning stages to ensure that all required technical steps are taken.

HOW TO USE THE CPG

Primary Purpose

Under this question, the committee should report the one reason they plan to conduct the project. All projects have many purposes, we just want to know the main one. A project may be multi-purposed, but we want to know the one reason, the main reason, you are running the project. The primary purpose must correspond with the Single Project Category.

Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project.

The primary purpose may give you the one reason you want to conduct the project, but may not give you the meaning or background information necessary to get a feel of the project need. It may be a project introduced by a brand new member, it may not be in a Chapter Plan but introduced because of a problem that came to light during the course of the year. It may be a repeat project -- "This is our thirteenth consecutive Haunted House, but we intend it to be our best!"

Often the purpose of the project just does not tell the whole story. "Our Mayor came to our chapter and stated that we were the only civic organization that he could entrust with conducting the community's 100th anniversary."

The second part of the goals should reflect back on the primary purpose and this background information. Often, goals only deal with dates, participation, or budgets. They may not impact the real purpose of the project.

Example: Christmas Shopping Tour

Goals:

1. To appoint a Chairman by 10/01/99 to guarantee a successful, well-managed project this year.
2. To have 45 of 50 Jaycees in our chapter participate in this project.
3. To recruit five new Jaycees in this project.
4. To maintain our budget of \$3,000, obtaining the remainder needed in donations.

The goals are fine. They are specific and measurable. But the primary purpose of the Christmas Shopping Tour was Human Services and none of the goals reflect the same. Even if the goals are achieved there is no guarantee that there was Human Service Impact. What if one child participated in the program? There was great impact of course for the one child, but hardly the real intent of the project.

What are the specific manpower assignments?

Just as before, you should list the name of individuals on the committee and their specific duties to be completed.

What specific materials, supplies, and resources will be required?

List first all the materials and supplies that will be necessary. It does not matter if they are community or Jaycee materials or supplies. They still must be arranged and prepared for the project. Often details are not known in this area, as in the example. Forcing such a list of supplies will encourage re-write of the CPG.

The committee should list all outside and internal resources. If you are utilizing items from the district, region, state organization, or national organization, such is a resource.

Describe the potential problems and the possible solutions to successfully complete this project.

Anticipate potential problems and develop back-up plans or alternate solutions to each problem.

Complete a Proposed Budget indicating all anticipated income and expenses.

This does not mean "(see budget sheet)". Right after the question you should answer what income and expenses you plan. The Budget Sheet/Financial Statement is something that you may prepare and transcribe for the planning, but what is most important is that you complete your budget page upon completion of the project. The purpose of this question is your planning at this time.

List the specific steps to bring this project to a successful completion showing planned dates for each step.

List the date and follow it up with a brief statement detailing what action you plan or will need to complete to manage a successful project. Be as specific and detailed as possible.

Record any revision of the original plan.

Anything that changed in the original plan, questions 1-6, should be recorded. Your primary purpose may have changed as the project continued. You may have a Ways and Means project that was intended to be a financial fundraiser but turned out to be a Public Relations effort. You may have set unrealistic goals. You may have added new manpower assignments or you may have identified some new resources. It is important to highlight these modifications so that a clear understanding can be developed for future chairpersons. Show the dates or time periods that these changes occurred. You need not repeat the planned steps if they fell into proper sequence.

What changes or recommendations do you have for a future chairperson?

Upon conclusion, the chairperson may have some changes that he or she may want to communicate that they wish they had made. Recommendations are certainly explanations of problems, how a problem could have been handled, or just plain things a future chairperson would like to or need to consider if they were running this project again.

Give specific and measurable results for each goal established. Describe the impact of the project on the chapter, individual members, and the community.

The committee should begin by responding to the actual goals and results. They then should show the impact of the project, which must detail the entire

impact. You may then tie the accomplishments and the impact together in a conclusion statement. Do not get carried away! Long statements often lose effect. Tie the goal impact, the purpose of the project, and the feel of the project in one or two sentences. From this question and the response, you should have a clear understanding of the project and results.

If an outsider or any person who is not acquainted with the project reads your statement #9 and cannot understand it, then your communication is improper and you need to re-write the statement.

TABS FOR PROJECT DOCUMENTATION NOTEBOOK

The purpose of project documentation is to describe the on-going activities of the committee and, therefore, the chapter. The committee needs to have an understanding of what records and documents will be needed for supporting evidence. This is an explanation of how the project notebook should be maintained that contains all documentation.

Entry Form

The United States Junior Chamber provides the entry form. The Vice President assigned the responsibility of the project should be able to provide one. A notebook should be made with these seven indexes. This will provide a well-organized record to pass on to the Chapter's Board of Directors.

TAB 1: CPG. Completed Chairman's Planning Guide, questions 1-10.

TAB 2: Financial Management. Include a Budget Sheet/Financial Statement. This is a document that demonstrates the planned and actual expenses and income. Copies of statements, receipts, etc., may be included as supporting documentation.

TAB 3: Planning/Training. Include any committee meeting notes, reports, surveys, or correspondence documenting the need and purpose of the project. This may be followed with relevant training materials. These may include training materials necessary for presentation to the committee, training the chairperson received on the CPG, training materials to be presented, or whatever resource used to prepare the committee/chapter for the project that is to be conducted.

TAB 4 Communications. Includes all correspondence, both incoming and outgoing, newsletter articles, fliers, committee minutes, copies of postcards and "thank you" notes, or any information maintained that helps to inform the membership of the happenings in relation to the project.

TAB 5: Personnel Management. Include a participation list, which will document Jaycee and non-Jaycee involvement, records used to support activities on the project, and new member recruits.

TAB 6: Public Relations. It is essential that the project documents media sources, news clippings, communications to the public, and evidence that the public was made aware of the project.

TAB 7: Photographs. It is recommended that photos be taken during all projects, especially the day of the project.

FINANCING FOR PROGRAM ACTIVITIES

Financing for your program activities should grow out of actual programming needs. While some states include funds in the annual budget, supplementary or supportive funds may be solicited from local businesses and foundations.

Companies unable to participate financially are often willing to contribute services or products. Contributed items such as secretarial assistance, use of meeting rooms, typewriters, and printing will help compensate for monetary deficits. These non-cash support items are called "in kind" contributions.

BUDGETS

Preparing a budget is more than just taking a wild guess or making a rough estimate of your program's income and expenses. It's a means by which you can assure yourself that you get the most out of each dollar you spend. It also serves as a "road map" for your operating functions. The State Program Manager's Planning Guide has noted the primary income and expense classifications on the budget section for your convenience. To prepare a useful budget, work out program and operating budgets for the year. Compile a list of income and sources.

Two types of records will provide you with all the financial information you'll need:

- Cash receipt journal containing a record of all cash received. This should list all cash and checks deposited in your program's separate account as soon as they are received.

- A cash disbursement journal recording all checks.

- Journal columns are set up for different disbursements, which correspond with the budget: mailings, newsletters, travel, etc.

- Check stubs serve as a simple cash disbursement journal.

From the journal information, financial reports are prepared for the executive committee. Include these items:

- Current cash balance

- Accounting of cash receipts in comparison to their budgets

- Amounts spent on each program in comparison to budgets

- Amounts received from profit-making programs or sponsorships

- Program income for the current fiscal year

- Expenses yet to be incurred

RECEIPTS

To document your expenditures, obtain receipts and use checks. Canceled checks are excellent "receipts." Always keep the originals.

DOCUMENTATION

One way to document expenditures is to keep various folders or envelopes labeled according to expenses, e.g., long distance telephone calls, stationery, postage, photocopies, printed materials, professional typing services, publications, rental fees, miscellaneous project materials, lodging, registrations, travel (auto mileage records), etc. Documentation can also include:

- Photographs and newspaper clippings

- Your program activities in state or chapter Junior Chamber magazines or newsletters

- Fliers, brochures

- Registration list

- Schedules

- Letters from agencies or people relating to your program

- Any correspondence involving your program

- Mention of your program in any other organization's publication



Chairman's Planning Guide (CPG)

Chapter Name _____ Chapter # _____ State Name _____ State # _____

Project Name _____

CPG Category _____ Supervising Chapter Officer _____

Chairperson's Name _____

Address _____

City _____ State _____ ZIP _____

Home phone _____ Business phone _____

Fax _____ E-mail address _____

PROPER USE OF THE GUIDE: Good advanced planning and record-keeping will assure success. Use this guide in planning and conducting the project by answering each of the following questions. The form should be used as a cover sheet to the Chairman's Planning Guide.

PLANNING

1. Primary Purpose. (What is the one reason to successfully run this project?)
2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project. (Example: To involve 25 Jaycees.)
3. What are the specific manpower assignments? (Show names and duties.)
4. What specific materials, supplies, and resources will be required?
5. Describe the potential problems and solutions to successfully complete this project.
6. Complete a proposed budget indicating all anticipated income and expense.
7. List the specific steps to bring this project to a successful completion showing planned dates for each step.

IMPLEMENTATION and EVALUATION

8. Record any revision of the original plan.
9. List solutions or recommendations for a future chairperson?
10. Give specific and measurable results for each goal established. Describe the impact of this project on the chapter, individual members, and the community.

**Upon completion of the project, complete the actual section of the financial statement.*

Date approved by board/by Chapter _____

Date Final Report approved _____



Program Promotions

TYPES OF PROMOTION

- Public Service Announcements (PSAs) on radio, television, and cable stations
- News releases for local and national media
- Donated or sponsored advertising space in local newspapers and magazines
- Media coverage by newspapers, radio, and television stations
- Media sponsorship from a radio station, television, or cable station
- Posters and/or fliers distributed to local businesses
- Mayor's Proclamation
- Newsletters and publications
- Seminars and personal appearances

HOW TO GET MEDIA COVERAGE FOR PROJECTS

- These are only a few ways to interest the media in covering Jaycee program activities. The United States Junior Chamber of Commerce Public Relations department will be happy to work with you to customize media plans for your activities.
- Include the news media and local public officials such as the Mayor, the police chief, and city council members in your projects.
- Invite state conservation and/or environmental officials to speak to project committees.
- Arrange speaking engagements for the state program manager and/or project chairperson.

DOs AND DON'Ts OF MEDIA COVERAGE

- **DO** contact local media representatives. Explain who you are, whom you represent, what you are doing, and how it will benefit the community.
- **DO** find out what sort of information the media would like you to send them and in what format.
- **DO** ask to have a news reporter or representative from the media attend your event to report on it.
- **DON'T** expect every media organization in your community to promote your event.
- **DON'T** forget to include the "who, what, where, when, how, and why" information in any request you send to local media.

• **DON'T** send information "To Whom It May Concern."

• **DON'T** wait until the last minute to contact the media.

TEN COMMANDMENTS OF GOOD WRITING

These ten rules will help you write so that people will read and understand what you are saying:

1. Keep sentences short. Use one thought per sentence. Keep associations simple and others will understand your message better.

2. Prefer the simple to the complex. Simple expressions and words make more sense.

3. Avoid unnecessary words. Don't be wordy. Avoid using redundant phrases. Be precise.

4. Prefer the familiar word. Use words that communicate your meaning but don't be a show off with vocabulary. Use words you know everyone understands.

5. Write as you speak. Get your message across clearly. With a little polishing, writing as you speak makes more sense to others.

6. Use terms your readers can visualize. Abstract ideas can be expressed in terms your reader can understand. Use visual examples.

7. Connect with your readers' experience. Consider the other person. Write to and for members of your audience. Write to match their backgrounds and experiences.

8. Write to express not to impress. So you have a Ph.D. It's no good if no one understands what you are saying.

9. Put action in your verbs. Business is action oriented; make your writing the same way. Passive writing does not get results.

10. Make full use of variety. Make your writing sparkle by using variety in all that you write.

RADIO, TELEVISION, AND CABLE

Typically, Public Service Announcements (PSAs) intended for broadcast on radio or television should be no longer than 15 seconds. Some stations prefer the PSAs to be neatly typed on regular 8-1/2 x 11-inch paper; some prefer them to be typed on 3x5 index cards. Be sure

to check with your stations to find out what they want. Be sure to include chapter name, event name, date, time, location, and contact name and number. Send four to six weeks prior to the event. (*see sample PSAs at the end of this section*)

NEWSPAPERS

To send a news release to newspapers, type the information on plain, white 8-1/2 x 11 inch paper, double spaced, with upper and lower case lettering. Include who, what, when, where, how, and why. Provide them with as much information as possible because they may edit your text. Provide them with contact information so they may check your information or refer inquiries to you. (*see sample Press Release at the end of this section*)

MAYOR'S PROCLAMATION

A proclamation from the Mayor (or even the Governor) recognizing the efforts of your chapter and proclaiming the date of an Outstanding Young Farmer day or week can be an invaluable public relations tool. To receive a Mayor's Proclamation, you must work closely with the Mayor's office to determine whether there is support for program and to craft the appropriate document. Once the Mayor has agreed to issue such a proclamation, you should arrange an appointment with his office for the official presentation. Have the document printed on high quality paper. This will make it suitable for framing.

When you arrange the appointment with the Mayor to present your proclamation, ask permission to invite the media. Also, let the Mayor know you will be bringing members of your chapter to take part in the event. After you have an appointment with the Mayor, contact all the newspapers, radio stations, and television stations in your area. Send each a letter and news release at least two weeks in advance and follow up all correspondence with telephone calls. Use the phone conversations to verify that the right person received the letter, then remind the person of the time, date, and location of the presentation of the proclamation, and ask if they need additional information or assistance.

Invite reporters to bring along a photographer. Let the television stations know that cameras are welcome. Have a chapter photographer present in case your local newspaper needs help. Finally, remind your chapter members to attend the event. A crowd always draws extra attention.

Be sure to keep your State Program Manager informed. They can help you with your plans to gain as much media coverage as possible with this important event. (*see sample proclamation at the end of this section*)

JUNIOR CHAMBER AND PROGRAM PARTNER LOGO STYLE GUIDES

All printed materials should carry the words "**The United States Junior Chamber,**" "The U.S. Junior Chamber," "the United States Jaycees," or "The U.S. Jaycees" on the front cover.

The OYF logo should be reproduced in Pantone Green 356. If you are printing on colored stock or under conditions, which preclude the use of Pantone Green 356, the OYF logo should be either entirely black or entirely white, depending on the background color or the color of the paper on which it is printed.

The logos of **Deere & Company, NACAA, and the OFA Fraternity** should be black on white or white on black, depending on the background color or the color of the paper on which it is printed.

Do not use the logos improperly. There are legal ramifications of which you should be aware. The logos and trademarks of any company, organization, or its subsidiaries are the property of the company, which has registered it. Use of trademarks and logos must meet the standards as outlined by the owner. Use of the company's trademarks or logos by outside persons or organizations require prior approval. Prior permission to reproduce the logos and trademarks of the various program partners has been secured, providing they are used properly.

PROMOTIONAL APPEARANCES BY STATE PROGRAM MANAGER

There will be opportunities for you to visit Junior Chamber meetings on the local or state level to promote your program. Follow these suggestions when planning a visit with a chapter.

- Call, write, or send a copy of your confirmation letter to the Chapter President, assigned State Vice President, assigned Regional Director, and State President well in advance of any meeting you plan to visit. Make certain that you tell them who you are, what you want, how they can help, why you want to come, when you'll arrive, and where they can reach you if there are any questions. Request permission prior to making

any visitation.

- Always remember that you are a guest. You are offering ideas and help, but members don't have to use them. Be polite. Keep in mind that it's not your meeting.

- If outside speakers will be part of your program, make certain that they have been properly invited and that they receive explicit information as to their part in the program well in advance of their appearance.

- When you arrive on the scene, seek out the chairperson or the person who invited you. Go over what you are going to do and ask how you can be of assistance in other ways.

- Be prepared before you speak. Know your subject and use an outline. If you don't have an answer to a question, don't attempt to fake it -- find out the information when you get home and slip it in the mail to the person who requested it. Remember that all questions are important. Treat them that way. And stay within your allotted time. If you don't, you may never be invited again.

- Be a good listener as well as a good talker. Spend at least as much time listening as you do talking. You might get some good ideas to improve your program and yourself.

- Always thank your hosts prior to leaving and within a week, write a brief "thank you" note. It only takes a couple of minutes of your time and leaves a positive impression.

SEMINARS OR MEETINGS

In planning a seminar, keep this in mind: People like new ideas and respond to them. You can give more meaning to your forum by promoting it in new ways, with new enthusiasm. Be creative and use your imagination.

When planning your program, think of your audience. Remember, no matter how interesting a program is, the capacity of a person to sit and concentrate is limited. Taking tours of related facilities, coffee breaks, or seeing films or demonstrations help break up the meeting. Be sure those participating in your program know exactly what is expected of them and have copies of the agenda.

Inform those in attendance of community needs and programs in your state directed to meet these needs. Your explanation should include what the role of the Junior Chamber is in supplementing these programs. Your ultimate goal is to fill each person there with a desire to contribute to your program through participation.

Conclude your program by giving the audience an opportunity to ask questions. Possibly plant a few ques-

tions in advance for an icebreaker. Refreshments may be served if it is not a dinner meeting. This is an excellent way to give everyone a chance to meet and exchange ideas and project information.

WHEN YOU VISIT CHAPTERS, REMEMBER...

Remember that the impression you leave is important for your program and for yourself, so make sure it's a good one.

- Be a polite guest at all times.

- Talk to as many members as possible about your program, but also talk about them, their interests, and their chapter.

- Promote not only your program but your organization. Use your program both as a membership tool and as an activation tool.

- Don't tell anyone to do anything. SUGGEST, offer ideas, plant the seed and watch it grow.

- Remember to send personal notes of thanks to your hosts when you return home.



Sample PSAs

PSA #1

Hello, I'm Judy Jaycee, President of the Somewhere Junior Chamber of Commerce. I would like to invite everyone to come to Jaycee Park on Saturday, June 14, to watch the 47th Annual Somewhere BB Gun Competition. Take advantage of this opportunity to learn more about gun safety. Help support this shooting safety education program, sponsored by the Somewhere Jaycees.

PSA #2

Hello, I'm Jim Jaycee, President of the Somestate Jaycees. On Saturday, April 22, the Somestate Jaycees will sponsor the 5th Annual March for Parks to raise money for Beautiful State Park, one of our state's precious resources. Make a pledge today. Join with us to help make Beautiful State Park a place we can all enjoy and in which we can all take pride.



Sample Press Release

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

(Or specify release date prior to release)

CONTACT: (name)

(Telephone)

TOP (STATE) FARMERS TRAVEL TO STATE JUNIOR CHAMBER CONVENTION

(City, State Abbreviation) -- The state's top farmers will converge in (City) for the (Name of Event) (Date). Among those leaders, one will walk home as the (Year) (State) Outstanding Young Farmer.

This annual event sponsored by (Name) honors the achievements of a diverse group of enterprising farmers across (State). The (Chapter) Jaycees (or Junior Chamber of Commerce), affiliated with (State) Jaycees (or Junior Chamber of Commerce) is hosting the (Name of Event) with assistance from fellow Jaycees across (State).

Hundreds of past state winners, dignitaries, and Jaycees will attend the ceremony at the (Place) in (City), including (Notable People).

The Outstanding Young Farmer (OYF) program recognizes farmers for innovative, efficient farming operations that use natural resources wisely. The Outstanding Young Farmer program also encourages better urban-rural relations and greater interest in the farmer through appreciation of the farmers' contributions and achievements.

The National Outstanding Young Farmer program is administered by The U.S. Junior Chamber of Commerce, sponsored by Deere & Company, and supported by the Outstanding Farmers of America (OFA) Fraternity comprised of past state and national OYF winners, and The National Association of County Agriculture Agents.

The U.S. Junior Chamber of Commerce provides personal and professional development through civic involvement to men and women ages 21-39. There are some 80,000 members in more than 2,000 chapters across the nation. For more information on the OYF program or on Jaycees, call (Telephone Number).

--30 --

NOTE: Many opportunities exist for coverage throughout the (Name of Event); interviews with the winner will be arranged for (Date) following the ceremony. The attached fact sheet further defines OYF, and the (Name of Event) agenda outlines specific opportunities for coverage of the event.



Sample Proclamation

- WHEREAS The future of the world depends on actions we take today, and
- WHEREAS Agriculture is the foundation of a strong America, and
- WHEREAS Farming has become steadily more complex, requiring the farmer to be an agriculturist, a conservationist, and a businessperson, and
- WHEREAS The (state) Jaycees (or Junior Chamber) have set aside the (date of your recognition event) day of (month), (year), to focus their attention on the contributions of this state's agricultural industry and to commemorate such contributions by recognizing Outstanding Young Farmers, and
- WHEREAS The (state) Jaycees (or Junior Chamber) seek to promote a greater interest in the farmer and to foster better urban-rural relations through the understanding of the farmers' challenges, and
- WHEREAS The Outstanding Young Farmer program has been administered by The United States Junior Chamber since 1954, sponsored by Deere & Company since 1976, supported by The Outstanding Young Farmers of America Fraternity since 1992 and the National Association of County Agriculture Agents since 2001,
- THEREFORE, I hereby proclaim (date) as

"THE JUNIOR CHAMBER OUTSTANDING YOUNG FARMER DAY"
In the city of (name)

And I call upon the citizens of our city to join with millions of Americans in helping to recognize the achievements of the agricultural industry for generations to come.

Dated this (date) day of (month), (year)
(Signed)



Program Fundraising

SPONSORS

One aide to sound financial management is a chapter or state's ability to acquire a satisfied group of yearly sponsors for its programs. The sources of sponsorships are varied; generally, they come from businesses, corporations, foundations, associations, and individuals, and are grouped into general classifications of Partial, Total, and Services. These funds are rarely provided for general operating funds; rather, they support Junior Chamber programs in the community.

Partial sponsorships -- or co-sponsorships -- mean that two or more sponsors share the funding of a single program. Competing businesses or corporations are not likely to co-sponsor a program. For example, a chapter is seeking funding in their community to support a Special Olympics. In conversation with potential funders, it develops that a local bank, an insurance company, a private individual, and a sporting goods store are interested in offering financial support for this program. The sponsorship package might be arranged so that the sporting goods store provides equipment and prizes, the private individual underwrites the cost of the medals, and the bank and insurance firms share equally the remainder of the expenses. This plan would ensure that each funder has shared a part of the program's financing, combining to form a successful co-sponsorship for the event.

Total sponsorships occur when a single sponsor underwrites the cost of the program for a specified period of time, sometimes as little as one year, but usually for a longer period.

Goods and Services sponsorships offer funders the opportunity to support a program even if they are unable to provide cash contribution. Advertising, equipment, supplies, printing, paper, media spots, and legal services are just examples of the kinds of contributions that can be sought from sponsors.

If a program is worth offering to your membership, it is worth being sponsored. In many cases, goods and services may be the most valuable contributions. Lumber for footbridges, soft drinks and sports beverages during a "fun run," paints and brushes are just a few examples of the kinds of contributions local merchants may be willing to provide.

MEDIA SPONSORS

One easy way a television or radio station can support your project is to run PSAs. Another way a station can support your project is to become an official sponsor. This means that the station will promote your event in ways other than PSAs, such as having one of their on-air personalities participate in the event or, perhaps, broadcasting from the scene, as well as running additional promotional spots on the air. If a local media outlet agrees to sponsor your event, they will probably request media exclusivity, which means they will be the sole television or radio station promoting the event.

Keep in mind that your project may require support from a number of sources. Do not hesitate to approach local businesses and corporations for contributions of supplies and funding to complete your project. These guidelines will also be useful as you approach non-broadcast sponsors.

HOW TO APPROACH A STATION

- Write to the public service director of the radio or television station your chapter has chosen to approach. Give them a brief overview of your chapter's past activities, describe your event, and give the date, time, location, and purpose of your project. Close the letter by inviting the station to become a sponsor of the event, explain how their sponsorship will help the community and the station, and say you will call in a few days to talk about your proposal.

- If your chapter is located in a metropolitan area, you will want to contact the public service director three months or more in advance. For smaller areas, four to six weeks in advance should be sufficient. If you are not sure how far in advance to plan, call the public service director and ask them how much lead-time they will need.

- Within one week of mailing the letter, follow-up with a phone call to set up a time to visit with the public service director. Be sure to ask if he or she will need additional information.

- Be sure to send "thank you" notes to everyone at the station who participates in your project and present the station with a token of your appreciation for their assistance. Remember that your national Junior Chamber office can provide assistance in this area. Keep them

informed of your ideas and progress so they can support your efforts.

SIX STEPS TO PREPARING A SPONSORSHIP REQUEST

STEP 1: Year's planned program. First, establish what your program for the year will be. Set your goals high, but keep them realistic. Next, establish what programs are to receive priority.

STEP 2: Budget. Once your program is planned, develop a budget, which will reflect the best the Junior Chamber has to offer in any given area. Make accurate cost estimates. Don't enlarge your cost estimates with unnecessary expenditures, but don't underestimate your needs either.

STEP 3: Research. Investigate the economic situation in your area. Strengths and weaknesses will make themselves obvious in the media. Establish a list of potential sponsors and investigate each carefully to find out which have special interests. The closer you can match a potential sponsor and their special interests to one of your programs, the more likely you will be able to secure sponsorship.

Also, research the company thoroughly. Ask for an annual report and make an initial call on the company to discuss the potential of a sponsorship. Ask friends and competitors, too. Develop your network for discovering information and prospects.

STEP 4: Rough proposal. When you have narrowed down a potential sponsor to a certain area, draft a proposal. Make your initial contact and get acquainted with the person with whom you will work on the project.

STEP 5: Final proposal. When you get to the final proposal presentation and negotiations, include your President in the transactions. Have a neat, concise proposal prepared for the potential sponsor so they can have a good idea of the history and future direction of the project they're being asked to sponsor.

STEP 6: Follow-up. This is the most important part of dealing with sponsors. If they wish, give them plenty of public relations coverage. Send them your publications, mention them in conjunction with the program. Include them, whenever possible, in functions. Send them reports regarding their sponsorship on a monthly, quarterly, semi-annual, or annual basis, as they request. Personal contact is an extremely effective sponsor relation's tool.

WRITING SUCCESSFUL PROPOSALS

The first thing to remember is to be honest in your description of the program and its potential. Don't make your program out to be more than it is.

Do your research. Be sure your prospective sponsor is interested in your program by analyzing the programs it has funded in the past. Then tailor your proposal to the interests of your prospective sponsor. Don't approach a company that has no interest in your program. It will be a waste of your time and theirs. Wait until you have a program that fits that sponsor and then approach them.

Ask your prospective funder if they have proposal guidelines or application forms. If they do, use them. Keep it simple. Be clear and concise in your request. Funding organizations receive dozens if not hundreds of requests each year. Describe the scope of your program and outline its cost. Keep your proposal under ten pages if possible.

Try using this successful format when you prepare your proposal.

Cover Letter

Address your cover letter to the person in charge of the sponsorship program. This may not be the president. The cover letter should be brief and to the point, giving the reader a good overview of the project, the amount of money you are requesting, and how you will use it. The cover letter must hook the potential sponsor or they may not even read the rest. Spend a lot of time writing and editing your cover letter. You may find it useful to write the cover letter after you have completed the proposal itself.

Summary Section

In a two- or three-paragraph abstract of your proposal, state your chapter name (the applicant); explain the reason for the request; outline the objectives, elements, and costs of the program; state the amount of money requested. This is a little longer than the cover letter and, again, must successfully sell your program to the funder. This is the second thing they will read and you want to be sure to hold their attention.

Introductions

In this section, describe the ways in which your organization's purpose and activities coincide with the philosophy of the funding organization. You must establish credibility as a viable, worthy group. Include significant news stories about your work or letters of appreciation

for work your chapter has done for the community. General endorsements by public figures solicited simply for the purpose of impressing the funder are not helpful. This section should describe the history and continuity of your organization and lead the reader to the program description.

Statement of Problem/Needs Assessment

In this section, you must convince the reader of the importance of the problem or need your plan to address. Use persuasive facts and figures to document your statements. Define the limits of your project. Spell out all the areas that you plan to address with this program. Be careful not to overreach your chapter's capabilities. Discuss the need in terms of those receiving the benefit, not the need of the Junior Chamber.

Objectives

Often confused with methods, objectives are the specific results you expect from your program. An example might be "to help 50 adults pass the high school equivalency test next year." Avoid vague statements such as "to help more adults pass...." Pick a particular target you believe can be met with the program you are proposing.

Methods

Describe the various activities in your program and how they will help you reach your objectives. Include a timetable for each phase of the program. Demonstrate familiarity with alternative methods and explain why your plans are better. Discuss methods as they address specific objectives.

Evaluation

Detail precisely how you will measure the success of your program. Include a design for the monitoring and reappraisal of methods and results. A strict system for evaluation and feedback will go a long way toward convincing a funding source of your capability.

Future and additional funding. Show that you have made plans for your program's future support. Name other sources you have approached to secure funding for the proposed project. Include appropriations from your chapter, ticket or other sales, etc.

Budget

In this section, break down projected costs of all aspects of the project, including those to be funded from other sources. Requirements for reporting budgets vary

widely, but you should include any or all of these items: wages and salaries, employee benefits, fees and contractual services, space and equipment rental, travel expenses, telephone and postage, insurance, printing, and any other applicable item.

The key to proposal writing is keeping the reader interested while you relate everything you have to say. Keep each section, indeed, the entire proposal, as short and concise as possible.

Most important, you must sell your prospective funder on the importance of your project, the reasons why they should sponsor your program, and the benefits they will realize from being associated with your program.

AN OUTLINE FOR SUCCESSFUL PROPOSAL WRITING

Prepare Your Case

- This is a bid for a contract, therefore it has supporting evidence.
- It is an offer to provide services and materials to satisfy the client's (funder's) needs.
- It is a sales presentation, in writing, to persuade the client that you are best suited to meet the need.
- It is not a contract. That comes later.

Build Your Case

- It will cost time, energy, and money. It needs enthusiasm and determination.
- Get to know your funder.
- Determine what size grants they give.
- Fully understand their needs, their problems. (Do they know them?)
- Has legislation resulted in a Request for Proposals that cannot be done?
- Plan your work; work your plan.
- Use a timeline.
- Have strategic checkpoints.
- Find out the due date in advance.
- Backtime from the due date. Include days for critical review. Allow time for typing and corrections.
- Have Advisors.
- Choose them wisely.
- Give them credit, publicly.
- Sometimes they will serve without an honorarium.
- For professionals/consultants, plan to pay.

Save Face

- Don't attempt anything you are not qualified to do.
- Look hard at your qualifications

- Be positive about your experience.
- Eliminate "we hope," "we think" from your writing.
- Do you need a researcher?
- Is a graduate student qualified? (Saves money.)
- Can you use a librarian?
- Do you need a professional firm?

SUCCESSFUL SPONSOR RELATIONS

Before you contact any potential sponsor, make sure you have completely researched that company. Make sure you know to whom to write (it may not always be the president; there's usually one person responsible for all grants) and work directly with them.

Know that group's interests and build your proposal around them.

Have a proposal ready when you make your contact. Make an appointment to see the right person and tell them the reason you want to see them. Be ready to meet them personally, and bring only one or two people with you.

Have a complete, individualized proposal. Provide a background of the Junior Chamber, including past accomplishments in your community and state. This will illustrate the fact that the Junior Chamber can be an effective force, made more effective with their support. Include a budget with the exact dollar amount of services you're requesting from the sponsor and precisely how it will be spent. Also, outline the recognition you will give them for their sponsorship, e.g., their logo and/or name on printed materials, articles in your publications, etc.

Sometimes it's best to approach several, smaller companies for funding rather than a single, large donor. When reviewing grant proposals, a company may decline a \$5,000 request whereas, if they'd been asked for \$1,000, they might have given it. It's often better to ask two different companies for \$500 and get it rather than having a request for \$1,000 denied by a single source. Information on average contributions can usually be found in a company's Annual Report or in reference books such as the Foundation Directory that can be found in most libraries.

Additionally, if the program was successful, often funders will provide subsequent funding for years two and beyond--and sometimes they will increase their grant amount based on that success.

Take care of your sponsors. Don't take their money and forget about them. You have to work hard to keep

their support.

Plan periodic reports telling how the program is progressing, where their money's going, and what results are being seen. Once-a-year wrap-ups don't really help you influence the donor to commit their support for another year. Try to help your contact know the Junior Chamber better. Invite them to functions other than those surrounding the program they're supporting. Bring your sponsor to your state office or to state meetings. Give them personal attention. Try to get the state or local chapter in their area to invite them to some meetings. Show your sponsors how much you appreciate their support. Use the appropriate courtesies to make them feel important to your organization.

Arrange for them to receive state and chapter publications. Give them free space in the publication so they can communicate directly with your members about their company's activities and interests. Don't confuse this service with a commercial or a product advertisement. This service is simply an opportunity for you to promote your sponsor. It could be a big selling point for the company that is interested in bolstering its image in your community.

Prepare a strong final report. Outline the program's success and the effect the sponsor's support had on the outcome. Provide details about ways in which their funds were spent. This document is a strong, positive tool and should be used to maintain a good business relationship. It should be separate from other program reports so it can be used as a promotion tool for this particular program. Follow the final report with a request for continued funding for the program. Remember that it's important to prove to your sponsors that their money has been well spent. Show that their sponsorship of this program has had a positive return for them, be it an improved image or a direct return on investment for the company.

If you find it necessary to approach several competing companies for funding, make certain that you tell each potential sponsor that you're contacting the others as well. Often, companies will donate money where several competitors have done so, just to be sure they're represented in the group. Be sure you tell potential sponsors up front that you're talking to the competition; don't try to hide your activities -- it will backfire on you. Let the sponsor make the decision whether or not to fund the program.

Don't let your organization be taken advantage of. If you and your donor have agreed to the terms in a written proposal, make sure you both understand what they are.

This will prevent any misunderstandings about issues that the company might not have pointed out to you. Sometimes unnecessary dissatisfaction can make the difference as to whether they donate funds to the program again in the future.

Don't forget services as a substitute for cash. Some companies may not be able or willing to donate \$2,000 in cash, but they may be willing to donate the time and skills of their writers and printers, for example, to create a brochure about your program. There are many opportunities to secure donations of goods and services that will require you to be imaginative. Don't overlook things such as printing, supplies, secretarial services, equipment, travel, photographic services, writers, or graphic designers when you seek contributions. Often contributions of goods and services are easier to secure than cash contributions.

The financial and physical support of your sponsoring merchants and industries, coupled with Junior Chamber enthusiasm and dedication, can be a powerful force in achieving civic and social improvements. With sound judgment, planning, and a realistic approach, sponsorships are available to support your program. (*see sample sponsorship invitation at the end of this section*)

DOS AND DON'TS OF SUCCESSFUL PROPOSAL WRITING AND DEALING WITH FUNDERS

DO . . .

- Read the request for proposals or application guidelines carefully.
- Do your homework carefully before writing. Know what you can do and how to say it.
- Be sure you can understand different types of evaluations.
- Make provisions to update research after the proposal is submitted, if necessary -- and possible.
- Determine a good format and design.
- Decide what to include in the submission.
- Budget your time.
- Determine other funding prospects.
- Substantiate your project budget. Why will it cost this and how did you arrive at these numbers?
- Think creatively about promotion.
- Consider how the product will be distributed.
- Consider how the product will be marketed.
- Analyze successful models.
- Number the pages.

DON'T . . .

- Try to "rejigger" your favorite project to suit another purpose.
- Try to meet with the prospective funder without adequate notice.
- Measure the value of your proposal in pounds of paper.
- Use only local advisors for a national project.
- Be unrealistic in your timeline.
- Target too broad a range of users.
- Promise to solve too many problems.
- Promise participation by people with whom you have no agreement.
- Plan too much travel.
- Plan to do what can better be done by others.
- Spend too much money on the look of your proposal.



Sample Sponsorship Invitation

DATE

Ms. Clover Adams, President
XYZ Company
Anywhere, ST ZIP

Dear Ms. Adams:

I am writing to invite the XYZ Company to become a sponsor of the XYZ Junior Chamber of Commerce's Outstanding Young Farmer (OYF) program. The OYF program is the oldest farmer recognition program in America, selecting its first group of national winners in 1955. Four national winners are selected each year from the state winners for their progress in agricultural career, soil and water conservation practices, and contributions to community, state, and nation.

The purpose of the Outstanding Young Farmer program is to bring about a greater interest in the farmer and to encourage better urban-rural relations through the understanding of the farmers' problems, as well as the appreciation of their contributions and achievements.

For the (state) OYF program, we have received in-kind printing services from XYZ Printing Company for our (event) program book. We hope that XYZ Company will be able to donate \$200 to sponsor the (state) OYF competitors' dinners at the (event).

The National Outstanding Young Farmer program is administered by The U.S. Junior Chamber of Commerce, sponsored by Deere & Company, and supported by the Outstanding Farmers of America Fraternity and the National Association of County Agriculture Agents.

I will call your office next week to arrange an appointment with you. If you would like to speak with me before then, I can be reached at (telephone number).

Sincerely,

(Name)

Outstanding Young Farmer State Program Manager



What's in it for me and Additional Resources

National awards, program awards, and money that's what!

SEIJI HORIUCHI MEMORIAL AWARD

The Seiji Horiuchi Memorial Award is presented annually to up to twelve (12) outstanding state chairpersons/program managers. The award is named in honor of Seiji Horiuchi, who served as Vice President of The U.S. Junior Chamber of Commerce in 1958-59. Horiuchi is credited with originating the concept of the Chairman's Planning Guide.

Guidelines:

- Each state may submit up to five (5) entries.
- Each entry must include an official entry form, signed by the State President. These entry forms may be obtained from the National Service Center.
- The recipients are selected for excellence in the development, promotion, and organization of their statewide programs.
- The judging is based on a State Program Manager's planning guide (10 question CPG form) with substantiating material.
- The entries must be postmarked and sent to a location to be announced.

JOHN DEERE & COMPANY GRANT

The Deere & Company grant is awarded to those states that participate in the grant program by meeting the stringent guidelines set forth by the USJCC and Deere & Company.

Guidelines:

- Each state must submit five (5) entries to the National OYF competition including the state OYF winner.
- Each entry must include the cover page of the five (5) state contenders.
- Each state winner entry must be totally complete including photographs and completed application

- Each entry must be post marked by September 1, 2001, to be eligible for the \$500 Deere & Company grant.

USE YOUR RESOURCES

Like an individual, your state Junior Chamber organization cannot succeed without the assistance and expertise of others. As an OYF State Program Manager, you have many resources available to help you accomplish your goals. A good manager utilizes all the resources possible.

Here are some of the resources available to you. Be sure to take advantage of them.

Your Program Partners

- Outstanding Farmers of America (OFA) Fraternity members
- John Deere dealers
- NACAA representatives and local Agriculture or Extension Agents

Your State Organization

- State officers
- State program managers
- State office
- Other chapters

Your National Organization

- National officers
- National Service Center personnel
- Program material

Your Community

- Elected officials
- Local businesses
- Other civic organizations
- Churches
- State and federal agencies

STATE

Each state has departments within its government that provide services and resources that might be useful to you. While not all-possible names are listed, and the names will vary from state to state, the functions of those listed below are clear and you should have a good idea from reading this list what state resources are available. You should have no difficulty locating those people who will be able to help with your project.

- Department of Agriculture
- Department of Environmental Quality
- Department of Environmental Protection
- Water Resources Board
- Department of Natural Resources
- Conservation Commission or
- Department of Conservation
- Department of Wildlife and Fisheries
- Department of Education
- Farm Service Agency (FSA)

COUNTY

Some counties offer services and resources. General, descriptive names of possible county offices are listed below. As with the state offices, names and functions will vary from county to county.

- Soil and Water Conservation District
- Cooperative Extension Service

CITY/TOWN

- Chamber of Commerce
- Seed dealers
- Farm equipment dealers
- Banks
- Agri-business groups
- Farm Councils
- School system
- Mayor's Office
- City Council

NON-GOVERNMENTAL ORGANIZATIONS

Some non-governmental organizations may also be helpful to you as resources. These are some -- but by no means all -- relevant organizations.

YOUTH ORGANIZATIONS

- 4-H Youth Development
Cooperative Extension Service
U.S. Department of Agriculture
Washington, DC 20250

- Future Farmers of America (FFA)
5632 Mt. Vernon Memorial Highway
PO Box 15160
Alexandria, VA 22309-0160
703.360.3600

ENVIRONMENTAL ORGANIZATIONS

- National Wildlife Federation
1400 Sixteenth Street, NW
Washington, DC 20036-2266
202.797.6800
- Student Conservation Association
PO Box 550
Charlestown, NH 03603
603.543.1100



The United States Junior Chamber®

OYF Program Manager MONTHLY ACTIVITY REPORT

PROGRAM MANAGER INFORMATION

Name _____

Address _____

City _____ State _____ ZIP _____

Home phone _____ Work phone _____

Fax _____ E-mail _____

Chapter name _____ State name _____

ACTIVITY REPORT: Month _____

Number of chapters visited to promote OYF: _____

Incentives offered to local chapters: _____

Number and names of chapters conducting the OYF program to date: _____

List local OYF sponsors: _____

Other meetings attended to promote OYF (e.g., state meeting, area meeting, regional meeting, and/or district meeting):

Method of promotion (e.g., booth, seminar, speech, interview, special event): _____

Number of telephone calls made regarding the OYF program: _____

Did information appear about OYF in any state or media publications (attach copies)? yes no

Have you been in touch with state/local CDVPs by phone, letter, meeting? yes no

How many nomination forms did OFA members submit to local OYF programs this month? _____

What can we do to help you promote OYF in your state? _____

ACTION LOG

Actions taken this month: _____

Results: _____

PERSONAL CONTACTS

Local OYF chairperson contacted: _____ Date: _____

Subject(s) discussed: _____

Local OYF chairperson contacted: _____ Date: _____

Subject(s) discussed: _____

Local OYF chairperson contacted: _____ Date: _____

Subject(s) discussed: _____

LOCAL CHAIRPERSON EVALUATION

Local OYF chairperson: _____ Date: _____

Comments: _____

Local OYF chairperson: _____ Date: _____

Comments: _____

Local OYF chairperson: _____ Date: _____

Comments: _____

Please complete this information form and submit to:

THE UNITED STATES JUNIOR CHAMBER

Attn: National Outstanding Young Farmer Program Manager

4 West 21st Street • Tulsa, OK 74114-1116 • Fax: 918.584.4422 • E-mail: oyf@usjaycees.org



The United States Junior Chamber®

Outstanding Young Farmer LOCAL CHAIRPERSON DATA SHEET

PERSONAL INFORMATION

Name _____

Address _____

City _____ State _____ ZIP _____

Home phone _____ Work phone _____

Fax _____ E-mail _____

Chapter name _____ State name _____

FAMILY INFORMATION

Spouse's/Partner's name _____

Children's names _____

EMPLOYMENT INFORMATION

Place of employment _____

Address _____

City _____ State _____ ZIP _____

Position/Title _____

Supervisor's Name/Title _____

Can you accept calls at work? yes no

OTHER INFORMATION

Special skills _____

Other community organizations (current commitments) _____

Please complete this information form and submit to:

THE UNITED STATES JUNIOR CHAMBER

Attn: National Outstanding Young Farmer Program Manager

4 West 21st Street • Tulsa, OK 74114-1116

Fax: 918.584.4422 • E-mail: oyf@usjaycees.org



The United States Junior Chamber®

Outstanding Young Farmer PLANNING FORUM SIGN-IN SHEET

*Thank You for attending this session to plan the
Outstanding Young Farmer projects in your community!*

Name _____ **Chapter** _____

Address _____ **City** _____ **State** _____ **ZIP** _____

Phone _____ **E-mail address** _____

Name _____ **Chapter** _____

Address _____ **City** _____ **State** _____ **ZIP** _____

Phone _____ **E-mail address** _____

Name _____ **Chapter** _____

Address _____ **City** _____ **State** _____ **ZIP** _____

Phone _____ **E-mail address** _____

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Phone _____ **E-mail address** _____

Name _____ **Chapter** _____

Address _____ **City** _____ **State** _____ **ZIP** _____

Phone _____ **E-mail address** _____
