



2015 Chapter Plan of Action

The mission of Durham Jaycees, Inc. is to provide 21 - 40 year olds the opportunity to develop personal and leadership skills through local community service and organizational involvement while expanding the Jaycee movement. In executing our mission, the Durham Jaycees invests in the growth and development of our chapter, our members, and the community. This 2015 Chapter Plan was constructed via a board planning retreat, a membership survey, and individual communications with members, determine our needs and goals.

Our 2015 Chapter Goals include 2015 are:

- To increase membership to 50 members.
- To raise approximately \$9,000 in cash, products and service donations to offset chapter administrative and project expenses.
- To conduct monthly individual development, community development and social events.
- To conduct quarterly financial (ways and means) projects/workshops.
- To make it to the top 5 in the North Carolina Jaycees Parade of Excellence.

We purpose to provide the following things to our members:

- Leadership and Professional Development training and opportunities
- Social opportunities to create camaraderie and fellowship
- Financial education opportunities, including investment planning
- Physical growth opportunities, including participation in organized sports
- Opportunities to contribute hands on assistance to charitable groups
- Personal skills developmental projects including member-led classes

We purpose to provide the following things to our community:

- Manpower
- Fundraising support

Our plan to achieve these goals is orchestrated through the following focus areas:

Administrative Development

Community Development

Financial Development (External)

Financial Development (Internal)

Individual Development

Management Development

Membership Development

State (Jaycee) Development

ADMINISTRATIVE DEVELOPMENT

Objective:

- To provide consistent communication to current and active prospective members through distribution of the minutes and weekly and monthly newsletters.

Strengths:

- Large database of Jaycees, Roosters, and People registered to get information
- Timely issuance and posting of membership and board
- Utilization of Social Media
- Consistent utilization of Newsletters

Weaknesses:

- Uncertainty of information landing at destination (low newsletter open rates)
- Underutilization of total functionality of social media
- Misclassification of newsletters (sometimes classified as spam)
- Bulky nature of processes make it time-consuming

Goals:

- Facilitate timely submission of information to establish a more efficient system
- Increase awareness, communication, and engagement of membership
- Facilitate the growth, development, and accuracy of our mailing lists

Projects:

- Weekly newsletter to current members and active prospectives detailing upcoming events/news
- Monthly newsletter ("Briefcase") to all members of the Durham Jaycees community, including members, Roosters, and community sponsors
- Facebook event pages for all Durham Jaycees events
- Google calendar for events (also posted on website)
- Board and membership meeting minutes submission to members and published

COMMUNITY DEVELOPMENT

Objective:

- To provide members with opportunities to benefit the community

Strengths:

- We have a variety of charities that we support throughout the year
- Members care about a number of important issues, such as poverty, homelessness, housing, hunger, youth, and education
- We facilitate awareness of the community's needs and opportunities

Weaknesses:

- Potential partner organizations don't know about Jaycees, our shared values, or how we can help
- Members lack awareness, skills, or motivation to chair a CD project
- Low attendance, which is especially an obstacle for large-group projects
- Lack of project planning guidance such as Chairman Planning Guides for CD projects

Goals:

- To implement an outreach strategy for building partnerships with community organizations
- To implement a strategy for increasing member participation and leadership of CD projects
- To document the planning of each CD project
- To conduct at least one community development project each month, being sure to include youth education, affordable housing, hunger, poverty
- To attend two community meetings held by local government
- To volunteer at 2 CD events held by other Jaycee Chapters in the area

Projects:

Youth and Education

- Ronald McDonald House
- Crayons for Calculators
- Welcome Baby

Homelessness/Housing

- Habitat for Humanity Restore
- Habitat for Humanity Build
- TROSA - October 4

Hunger/Poverty

- Durham Rescue Mission
- Farmer Food Share
- TABLE
- SEEDS Pie Social

General

- Caroling/Luminaries
- Bull Moon Ride - July 25
- Raleigh Jaycees Goodfellows
- Great Human Race - March 28

FINANCIAL DEVELOPMENT (EXTERNAL)

Objective:

- To provide funds for the Durham Jaycees' operating expenses through fundraising projects that are enjoyable for Jaycee members

Strengths:

- Ongoing Financial Development projects already established
- Returning Casino customers

Weaknesses:

- Many members lack casino training
- Getting the word out about Casino operations
- Finding new projects to make up for costs associated with increasing membership

Goals:

- To raise \$1,500 through Casino Nights including Project Graduation
- To conduct a Casino Night training and hold small group refresher courses as needed
- To raise \$550 through the Great Human Race
- To raise \$300 in sponsorships and \$100 in meal revenue to help offset the cost of the DSA banquet
- To raise \$250 from Gift Wrapping at Barnes and Noble during the holiday

Projects:

- Casino Nights
- Casino Training
- Leadership Chapel Hill Casino Night: March 14, 2015
- Great Human Race: March 28, 2015
- DSA Sponsorships: April 7, 2015
- Project Graduation: June 2015
- Gift Wrapping: December 2015

FINANCIAL DEVELOPMENT (INTERNAL)

Objective:

- To lead, organize, execute, and communicate the financial plans, goals, and transactions of the organization at all times.

Strengths:

- Ease of access to financial data

Weaknesses:

- Lack of members' knowledge about the organizations' finances

Goals:

- Publish and approve a balanced budget by March 10
- Provide monthly financial reports to the members
- Provide timely assistance and insight on finance based decisions

Projects:

- Durham Jaycees Annual Budget 2015
- Monthly Finance Reports
- Tax Preparation

INDIVIDUAL DEVELOPMENT

Objective:

- To offer individual members opportunities to improve their quality of life through both activities and training

Strengths:

- Enthusiastic membership and interest in a wide variety of activities

Weaknesses:

- Difficulty finding events within everyone's budgets
- Difficulty scheduling activities on specific days and times of day

Goals:

- To conduct at least 5 workshops a year
- To use feedback from our survey to schedule the most popular events during the times people are most likely to be free (Tuesday evenings, Saturday during the day, Sunday during the day or evening), none costing more than \$20
- To have a monthly book club, and 1-2 other events per month
- To educate the membership through various means about Durham

Projects:

- Book Club Every Month
- Nasher Art Museum, Duke Gardens, & Butterfly Exhibit visits
- After-hours events at the Museum of Life and Science (Cocktails & Cosmonauts, April 16)
- Tension and Stress Release Workshops
- Culinary Workshops
- Arts and Crafts Workshop
- Financial Management/Planning Workshop
- Fencing and/or Kickboxing Workshop
- Athletic Events (Fitness and Sports)
- Outdoor Events (Hiking, rock-climbing, etc.)
- Food & Drink Events (Happy Hours, Burger Smashdown at Fullsteam, April 25)
- Duke Periodic Tables lecture series (March 26, April 16)
- Collaborations with the Other Jaycees Chapters (Improv Workshop, April 11)

MANAGEMENT DEVELOPMENT

Objective:

- To offer members opportunities to develop managerial skills through chapter operations

Strengths:

- Same member manages email notices and social media to eliminate inconsistent communications transition periods
- Monthly newsletter and webmaster are covered by the same member, which results in all updates being posted to the web
- Board of Directors meets monthly and General Membership meets monthly.

Weaknesses:

- No Membership VP or Management VP

Goals:

- Revise chapter Web site
- Conduct chapter awards program (Above and Beyond awards, Year-end Awards)
- Hold monthly Board meetings and monthly membership meetings
- Conduct at least two visitations to other chapters
- Conduct a membership survey at the beginning of the year.
- Meet all submission deadlines for NC Jaycees Parade of Excellence
- Meet all submission deadlines for US JCI CLC
- Get membership survey completed by 75% of membership
- Conduct quarterly reviews of chapter plan
- Submit annual report at year's end
- Provide agendas for all board and membership meetings
- Record and distribute minutes for all board meetings
- Produce a monthly newsletter and distribute to all members monthly
- Conduct chapter elections in November
- Meet State deadlines for award nominations
- Have at least 5 different members attend a state convention
- Host a Distinguished Service Awards banquet at which we award six nominees
- Nominate local DSA winners to state Awards
- Hold a rooster night for any Jaycees aging-out in 2015

Projects:

- Board Retreat in January 2015
- Year-End Awards January 2016
- Distinguished Service Awards April 2015
- CPG Training May 2015
- Rooster Night/End of the Year Celebration December 2015
- Chapter Civic Leadership Certification

MEMBERSHIP DEVELOPMENT

Objective:

- To provide programming that is inviting to prospective members, activates new members, and “reactivates” veteran members

Strengths:

- Membership growth is recognized as a priority by the Board

Weaknesses:

- There is no organized plan already in place for recruitment, activation and retention of members

Goals:

- To create an organized plan for recruitment, activation and retention of members
- To retain 65% of the membership
- To increase membership to 50
- To hold monthly Young Professional Happy Hours
- To conduct New Member Orientations once a quarter
- To include a membership table at all public projects where feasible
- To have chapter materials at all public projects where feasible
- To promote the Jaycees by wearing Jaycee paraphernalia when appropriate
- To implement a membership email listserv
- To implement and maintain a flexible, accessible, and robust billing system
- To provide corporate and other organizational outreach to attract new members

Projects:

- Monthly Membership Happy Hours
- Pie Day March 14
- New Member Orientations

STATE (JAYCEE) DEVELOPMENT

Objective:

- To provide strong representation of the Durham Jaycees to the North Carolina Jaycees

Strengths:

- NCJC Website has all the information

Weaknesses:

- Distance to some meetings may be an issue
- Scheduling

Goals:

- To submit monthly E-Briefs
- To stay abreast of state deadlines

Projects:

- NCJC Year End Convention January 30-31
- NCJC DSAs
- NCJC Mid Year Convention

Attachments:

1. Member Survey
2. Calendar of Events
3. Budget
4. Membership Plan and Demographics
5. Board of Directors/Officer Roster
6. Strengths and Weaknesses
7. Potential Problems and Solutions

1. Member Survey

Your name (first and last) - OPTIONAL

What days and times work best for you for Jaycees events? Circle all that apply.

Sunday day	Tuesday evening	Friday evening
Sunday evening	Wednesday evening	Saturday day
Monday evening	Thursday evening	Saturday evening

What times of the year work best for you? Circle all that apply.

January-March	April-June	July-September	October-December
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Rate your level of interest in the following Individual Development activities from 0-5:

Live music or dance performances	Outdoor activities	Games (lasertag, board games)
Historical visits/tours	Food and drink events	Dancing (lessons, socials)
Live athletic events	Museums	
	Movies/film festivals	

Do you have any awesome skills? If so, what are they?

Would you be interested in leading a workshop for one of them? Circle one. Yes No

Any other individual development events you'd like to see?

What's the maximum you're willing to pay for an event you're interested in? Circle One.

Mark only one oval.

- | | |
|----------------------------|-----------------------------|
| <input type="radio"/> \$0 | <input type="radio"/> \$15 |
| <input type="radio"/> \$5 | <input type="radio"/> \$20 |
| <input type="radio"/> \$10 | <input type="radio"/> \$25+ |

Rate your level of interest in the following volunteer projects from 0-5:

Community events like races	Meeting local government officials
Serving meals	Assisting other Jaycees chapters
Community builds like Habitat	Youth education
Sorting donations	
Park or trail cleanup	

Are you interested in being on a Jaycees Community Development committee? (This would be a core group of people who are invested in planning, helping the day-of, or potentially leading a community service project.)

Circle One Yes No

What do you think are the most important issues facing the Durham community?

If you could change one thing about our chapter, what would it be?

2. Calendar of Events

January

- 9th Movie Night
- 13th Membership Meeting
- 18th Board Retreat
- 27th Board Meeting
- 30th NCJC Convention
- 31th NCJC Convention

February

- 10th Membership Meeting
- 12th Science of Eats
- 18th Book Club
- 20th Nevermore Film Festival
- 24th Board Meeting
- 25th New Member Orientation

March

- 10th Membership Meeting
- 14th Pie Day/Casino Service
- 18th Book Club
- 28th Great Human Race
- 31st Board Meeting

April

- 14th Distinguished Service Awards
- 15th Book Club
- 25th NCJC Spring Meeting
- 28th Board Meeting

May

- 12th Membership Meeting
- 20th Book Club
- 26th Board meeting

June

- 9th Membership Meeting

- 11th Project Graduation
- 17th Book Club
- 30th Board Meeting

July

- 14th Membership Meeting
- 15th Book Club
- 28th Board Meeting

August

- 11th Membership Meeting
- 19th Book Club
- 25th Board Meeting

September

- 8th Membership Meeting
- TBD Habitat for Humanity Build
- 16th Book Club
- 29th Board Meeting

October

- TBD - TROSA Family Day
- 13th Membership Meeting
- 21st Book Club
- 27th Board Meeting

November

- 10th Membership Meeting
- 18th Book Club
- 24th Board Meeting

December

- 8th Holiday Banquet/Rooster Night
- TBD Gift Wrapping Fundraiser
- 16th Book Club
- 29th Board Meeting

3. 2015 Budget

2015 Budget Projected Income/Expenses

Income	Project	Projected
Burn Center Casino - Sponsorship	Burn Center Casino Night	\$ 700.00
Burn Center Casino - Tickets	Burn Center Casino Night	\$ 1,500.00
Casino - Project Graduation	Project Graduation	\$ 675.00
Casino Revenue - General	Casino	\$ 2,500.00
Great Human Race	Great Human Race	\$ 600.00
Other	NCSU Concessions	\$ 900.00
Other	Sponsorships	\$ 500.00
Rooster Night Sponsorship	Rooster Night	\$ 600.00
Gift Wrap	Gift Wrap	\$ 150.00
DSA Sponsorship Revenue	DSA	\$ 700.00
Membership Dues Revenue	Dues	\$ 7,500.00
Building Fund Interest	Interest	\$ 115.00
Total Income		\$ 16,440.00

Expenses	Project	Projected
BC Casino PP/Eventbrite Fees	Burn Center Casino Night	\$ 100.00
Burn Center Casino - Other Expenses	Burn Center Casino Night	\$ 625.00
Burn Center Donation	Burn Center Casino Night	\$ 750.00
Ronald McDonald House - meals	Ronald McDonald	\$ 300.00
Award Expense	Year End Banquet	\$ 100.00
Project Donations	TBD	\$ 500.00
Awards Expense	DSA	\$ 200.00
Meal Expense	DSA	\$ 400.00
Bank Charges	Overhead	\$ 10.00
PayPal Fee Expense	Overhead	\$ 50.00
Eventbrite Fees	Overhead	\$ 25.00
Liability Insurance Expense	Overhead	\$ 800.00
Post Office Box Rental	Overhead	\$ 75.00
Membership Dues - NC Jaycees	Overhead	\$ 3,350.00
Name Tag Expense	Overhead	\$ 200.00
Membership VP Expense - Other	Overhead	\$ 50.00
Square Credit Card Feeds	Overhead	\$ 25.00
Web Site Maintenance	Overhead	\$ 50.00
Tax Prep/Review	Overhead	\$ 500.00
Rooster Night	Rooster Night	\$ 750.00
Membership Dinners On Site	Dinners	\$ 7,500.00
Donation	General	\$ 80.00

Total Expenses **\$ 16,440.00**

Net Income **\$ -**

4. 2015 Durham Jaycees Membership Plan

Quarter	Due	Drop	Renew	New	Balance
1 st Quarter	36	4	2	5	37
2 nd Quarter	37	4	9	6	39
3 rd Quarter	39	2	6	7	44
4 th Quarter	44	1	8	7	50

2015 Durham Jaycees Membership Demographics

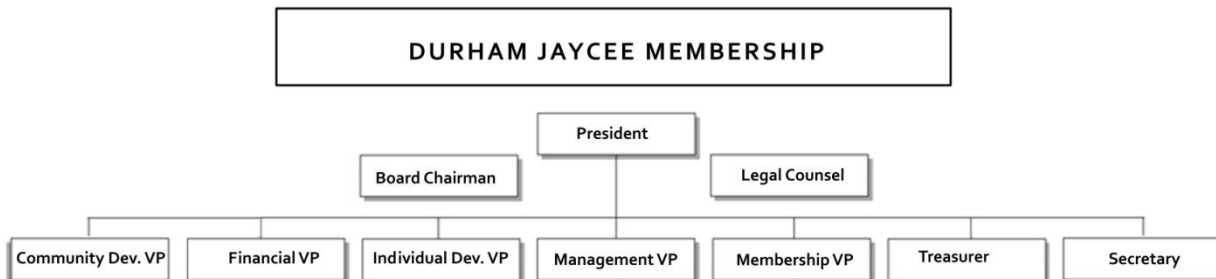
Chapter Demographics: (Based on Membership of 36)		
<i>Age of Membership (%)</i>	<i>18 to 23:0 (0%)</i>	<i>30 to 35: 19 (53%)</i>
	<i>24 to 29:8 (22%)</i>	<i>36 to 40: 9 (25%)</i>
<i>Gender (%)</i>	<i>Male: 14 (39%)</i>	<i>Female: 22 (61%)</i>
<i>Marital Status (%)</i>	<i>Single: 25 (69%)</i>	<i>Married: 11 (31%)</i>
<i>Children (%)</i>	<i>Yes: 4 (11%)</i>	<i>No: 32 (89%)</i>
<i>Membership Tenure (%)</i>	<i>< 1 year: 15 (42%)</i>	<i>1 – 3 years: 12 (33%)</i>
	<i>4-6 years:6 (17%)</i>	<i>7 + years:3 (8%)</i>



5. 2015 Board of Directors/Officers Roster and Organizational Chart

Name	Email Address	Position
CJ Broderick	typeusa@gmail.com	President
Sarah Battersby	sarahtruluck@gmail.com	Secretary
Stephen Pashby	knave78@gmail.com	Treasurer
Gwen Dipert	Gfdipert@gmail.com	VP of Individual Development
Laura Wagner	laura.k.wagner@gmail.com	VP of Community Development
Darin Stojanovic	darin.stojanovic@gmail.com	VP of Fundraising
William Dickey	wbdickey@outlook.com	Director
Mia Ives-Ruble	ivesrubl@gmail.com	Director
Catherine Thomas	cthomasdjaycees@gmail.com	Board Chairman
VACANT		VP of Management
VACANT		VP of Membership

DURHAM JAYCEES ORGANIZATIONAL CHART



6. Chapter Strengths and Weaknesses

Through planning, the Board determined the following chapter strengths and weaknesses:

Strengths:

- Dedication to our community
- Diversity in our membership (backgrounds, careers, occupations, professions, etc.)
- Experience of veteran Jaycees
- Support from Roostered (Alumni) Jaycees
- Improvements in programming
- Several projects that have consistently done well in prior years
- Strong and solid leadership from the Board
- A diverse, dedicated, and energetic Board of Directors
- Enthusiasm of new members
- Good attendance at Membership Meetings

Weaknesses:

- Vacancies in Management and Membership VPs
- Scarcity of Project Chairman Planning Guides
- High amount of responsibility for current board members, conducive to burnout
- Newness of membership to geographic area and lack of knowledge about community
- Lack of documentation of Chapter Operating Procedures

7. Potential Chapter Problems and Solutions

Problem: Inadequate representation from Durham corporations.

- Solution: Establish a corporate young professional recruitment plan
- Solution: Talk to roosters about past plans
- Solution: Reach out to State level or national resources if needed

Problem: Lack of interest in serving in leadership roles.

- Solution: Create/publish an orientation packet as well as chairman planning guides
- Solution: Invite members to attend board meeting
- Solution: Foster mentorship opportunities for members who are interested in leading a project
- Solution: Hold Officer Information and Training Sessions

Problem: Low conversion rate of visitors/guests.

- Solution: Employ a robust membership recruitment plan
- Solution: Utilize the State Membership VP for support and resources available from the NC Jaycees
- Solution: Conduct a variety of Development projects conducive to attracting new members
- Solution: Reach out to the National Level and Enroll in "Shoot for 50"

Problem: Lack of Participation by New and current members

- Solution: Conduct New Member Orientations to foster inclusion and participation
- Solution: Provide a variety of activity that will keep members active
- Solution: Implement a membership incentive program that rewards involvement and participation

- Solution: Improve communication and sharing of data/decision making
- Solution: Poll new members for ideas, problems, and solutions

Problem: Durham's civic organizations, leaders and community are unaware of the Jaycees.

- Solution: Improve Durham Jaycees marketing and branding efforts
- Solution: Contact community leaders to engage and keep them abreast of activities
- Solution: Partner with other organizations intent on improving the community

Problem: Poor communications to the general membership.

- Solution: Employ a membership email listserv
- Solution: Continue consistent communications through the monthly newsletter, *The Briefcase*
- Solution: E-mail reminders at least the day before each membership meeting and event
- Solution: Post event reminders and create events on our Facebook Page

Problem: Meeting the budget.

- Solution: Monthly review and reports of financial statements at Board and Membership Meetings
- Solution: Manage and overhaul expenditures to maximize efficiency
- Solution: Utilize resources for ideas on lean management

Problem: Membership lack of knowledge of casino games.

- Solution: Host casino night trainings and small group refresher courses as needed
- Solution: Have one person at each casino night designated as the leader to interface with client, help dealers set up, make sure equipment is in working order and answer any questions