



Ten Steps to Ensure Your Success and the Success of Your Chapter

SPECIAL ARTICLE

Jaycee Leaders:

From time to time, I come across some great information that I think should be shared with Jaycee leaders all over the country. Below is a document called **'Ten Steps Success of Your Chapter'**, adapted from Sara Ballard, MIJC Metro Director. I think it highlights some great things to keep in mind as you start your year.

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2005 USJC Metro Director

1. EDUCATE YOURSELF

- Books on leadership skills are how to lead are great for inspiration:
 - *The Tipping Point*
 - *Leading with Soul* by Lee G. Bolman and Terrance E. Deal
 - *First in Last Out: Lessons in Leadership from the New York Fire Department* by Jonh Sulka
- History of the Jaycees at the local, state, and national level
 - <http://www.usjaycees.org/history.htm>
 - Famous Jaycees
- E-newsletters
 - JCI Update (go to www.jci.cc and sign up on the front page)
 - *Postmark* (www.usjaycees.org)
 - State-wide Newsletter
- Attend Training Seminars/Conferences
- Management and Non-profit Training: Check your local library, Local Learning Series, community college.
- Trainings Jaycees offer: PRIME- how to train others, LEAD - how to be a leader, ACHIEVE - chapter management.
- Present trainings: Check out www.jci.cc Click on "Downloads", then scroll down to University Center or the USJC National Website at <http://www.usjaycees.org/training.htm>
- www.mikemarshall.com Favorite Jaycee Stories and quotations
- Bruce Rector's Monday Morning Message

2. CONSTANTLY KEEP IN CONTACT WITH YOUR MEMBERSHIP and YOUR COMMUNITY.

- Be good about writing your thank you notes
 - Personal Notes: *How to Write from the Heart* by Sandra E. Lamb
- Subscribe to your community newsletters. Let them know if they are doing a good job.
- Set a time aside just to write personal e-mail or make personal calls to members.

3. PUT THE SYSTEMS IN PLACE IN THE BEGINNING OF THE YEAR:

- Set expectations on attendance and paperwork early on.
- Area Systems
 - Membership
 - How is a member billed? Timeline. Letters. Payment Options. Late fees.
 - How are members tracked? Activation. Payment. Springboard & Degrees. Information. Address Changes.
 - Management
 - Update Bylaws and Article of Incorporation.
 - Financial Procedures: Who is going to take care of the money and where is it going?
 - Strategic Planning: Looking towards the future.
 - Insurance reviewed and that everything of value is covered.
 - What are you doing to preserve your history?

- How are you going to ensure CPG's are in what is the approval process?
- How are reimbursements going to be handled?
- Write your chapter plan and evaluate it quarterly.
 - Make sure you set your goals and evaluate them quarterly.
 - Make sure your members are trained on how to do their job and how to be a good member (for packaged trainings go to www.usjaycees.org under Membership Trainings)

4. LEARN HOW TO HOLD INTERESTING CONVERSATIONS

- Read the headlines every day
- Try to keep up on city politics and happenings
- People talk about other people's business when they have no business of their own: so make sure you have your own business.
- Have your Jaycee sound byte ready
- Know your trivia and facts and figures
- *How to Talk to Anyone, Anytime, Anywhere: The Secrets of Good Communication* by Larry King, Bill Gilbert

5. IN ORDER TO MAKE FIREMEN, YOU HAVE TO LET THEM FIGHT THE FIRE

- Create an environment where people feel free to experiment with new ideas
- Learn how to be a good coach instead of taking over.
- DON'T be afraid of failure; sometimes the best lessons in leadership are when something fails.
- DON'T award or praise non performers
- DON'T be afraid to hire someone new for the job

6. DO SOME JAYCEE SOUL SEARCHING

- Write down why you are doing this.
- What do YOU personally want to get out of this year?
- Explain to your friends and family what you are doing, how much time it will take and that you may need their help.

7. DUTY OF CARE; LOYALTY; OBEDIENCE

Under well-established principles of nonprofit corporation law, a board member must meet certain standards of conduct and attention in carrying out his or her responsibilities to the organization. Several states have statutes adopting some variation of these duties which would be used in court to determine whether a board member acted improperly. These standards are usually described as the duty of care, the duty of loyalty and the duty of obedience.

Duty of Care

The duty of care describes the level of competence that is expected of a board member, and is commonly expressed as the duty of "care that an ordinarily prudent person would exercise in a like position and under similar circumstances." This means that a board member owes the duty to exercise reasonable care when he or she makes a decision as a steward of the organization.

Duty of Loyalty

The duty of loyalty is a standard of faithfulness; a board member must give undivided allegiance when making decisions affecting the organization. This means that a board member can never use information obtained as a member for personal gain, but must act in the best interests of the organization.

Duty of Obedience

The duty of obedience requires board members to be faithful to the organization's mission. They are not permitted to act in a way that is inconsistent with the central goals of the organization. A basis for this rule lies in the public's trust that the organization will manage donated funds to fulfill the organization's mission.

8. KEEP YOU AND YOUR CHAPTER SAFE

- Recruit legal council for your chapter
- Make sure your self and your board of directors is covered under your insurance.
- Event insurance.
- Make sure you have emergency phone numbers and insurance contact information if you go out of state.

9. NETWORK

As president of your local chapter you are the public voice and the public eye. Your job is to bring opportunities to your members and to promote the opportunities the Jaycees present to the public.

- Recruit a public relations director solely to write press releases and track media
(<http://www.mnaonline.org/media.asp>- for media links a guide to public relations.)
- Contact your Local President Coach and State Officers.
- Find out what other chapters are doing through visitations.
- Make a commitment to visit community organizations in your area. Your community will support you if you support them.
 - Your legislators
 - Your volunteer center
 - Neighborhood Advisory Board
 - Mayor's Office
 - Downtown Business Association
 - Local School officials
- Teach your members how to be ambassadors for your organization

10. FIND A MENTOR

Find a mentor and visit them once a month. Become a mentor to enhance your coaching skills.

- E-mentor Program
 - Chamber of Commerce
 - Professional Associations
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