



How to Build a Sustainable JCI Local Organization

Local Action Guide

Opening Letter

Letter from JCI Secretary General



As a grassroots organization it is JCI Local Organizations that work each and every day worldwide to create positive change. Global impact can only be achieved by local communities joining together to take ownership for both their problems and their solutions. JCI Local Organizations have the opportunity, ability and motivation to enable their community to unite all sectors of society to achieve sustainable impact.

Each individual JCI member is part of a JCI Local Organization, a body of like-minded individuals committed to creating positive change in their local community. Each JCI Local Organization is affiliated to a JCI National Organization that together connects to create JCI. This network of nearly 5000 Local Organizations is constantly working each and everyday to achieve the JCI Mission of providing development opportunities that empower young people to create positive change.

As JCI continues to exist in a changing world, it is important that our organization adapts and evolves with these changes. While the JCI Mission and Vision will stay constant, we must define new goals and strategies that will propel us into the future. JCI will be the organization that unites all sectors of society to create sustainable impact. To achieve this long-term goal and expand our impact, JCI must continue to engage and empower young people to enable their community to achieve sustainable impact.

The How to Build a Sustainable JCI Local Organization Local Action Guide is developed based off of the JCI Impact Strategy. This strategy follows a needs-focused, community-based approach to starting new JCI Local Organizations. This guide is just one of several resources prepared by JCI World Headquarters to support you. While the process of starting a new Local Organization will look different depending on the community you target, there is a general process you can follow to guide such efforts. That process and other helpful tips are outlined in this guide.

We welcome your comments, criticisms and suggestions so that we may continually improve our services to you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Arrey Obenson'.

Arrey Obenson
JCI Secretary General



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Who We Are

About JCI



JCI Mission

To provide development opportunities that empower young people to create positive change.

JCI Vision

To be the leading global network of young active citizens.

JCI Values

That faith in God gives meaning and purpose to human life;

That the brotherhood of man transcends the sovereignty of nations;

That economic justice can best be won by free men through free enterprise;

That government should be of laws rather than of men;

That earth's great treasure lies in human personality;

And that service to humanity is the best work of life.

JCI – Junior Chamber International

JCI is a membership-based nonprofit organization of young active citizens ages 18 to 40, who are dedicated to creating positive change in their communities. Each JCI member shares the belief that in order to create lasting positive change, we must improve ourselves and the world around us. JCI members take ownership of their communities by identifying problems and creating targeted solutions to create sustainable impact.

Our Philosophy

As global citizens, we all have rights and responsibilities, as well as shared goals. Through active citizenship, we promote social responsibility and work toward goals that benefit our communities and the world. JCI members embrace new ideas, collaboration and diversity. Guided by the passion to transform their lives and the world, JCI members have the courage to address the critical challenges of our time.



Who We Are

About JCI



JCI Around the World

With around 5,000 JCI Local Organizations in more than 120 countries, JCI forms a vibrant global community of nearly 200,000 active citizens. All members belong to a JCI Local Organization where they focus on finding solutions to local issues. The collective action of all JCI Local Organizations forms a global grassroots movement, empowering members to lead global change with thoughts, words, actions and results.

The JCI Active Citizen Framework

The JCI Active Citizen Framework provides a methodology for running sustainable, needs-based projects that create measurable results. The framework aims to empower and activate young people to take ownership of their communities. The process starts with assessing community needs. Members then create sustainable projects that produce tangible results and measurable societal development. By engaging partners and evaluating results, JCI members ensure their projects deliver effective positive change.

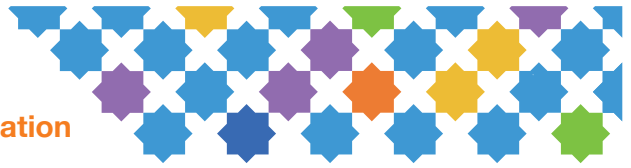
The History of JCI

JCI's founder Henry Giessenbier Jr. decided to take responsibility for the progress of his community when he established JCI's first Local Organization in St. Louis, USA in 1915. When delegates from eight countries met in Mexico City in 1944, they agreed it was time to officially form Junior Chamber International (JCI). This tradition of uniting young active citizens across cultures, backgrounds and borders fueled the JCI Movement and set the groundwork for taking action to create a better world.



Why?

The Three Why's of Building a JCI Local Organization



Why Organize With Like-Minded Individuals?

When individuals with similar beliefs, passions and goals come together their shared views not only unite them but also empower them. In the process of organizing with citizens of similar principles, those same individuals are also enabled to access their own personal and collective power and employ that power toward achieving shared goals. In an empowered organization, there is clarity of vision, shared purpose and empowered individuals who understand their responsibilities. Empowered citizens are the foundation for building a prosperous and peaceful society.

Why Organize in Your Local Community?

Within any community, you will find an array of diverse individuals that exercise their own unique personal attitudes. While it is important to unite individuals with similar ideas and beliefs, it is just as important to connect and learn from people who have differing opinions and perspectives. Organizing people who share the same community will ensure diverse ideas on how to improve the community are heard. When there are more ideas, understanding and perspectives contributed when trying to provide community solutions, the more sustainable the impact.

Why Organize into a JCI Local Organization?

Citizens of any community can unite together, connecting their shared values and diverse ideas. However to be a JCI Local Organization, the community group would need to acquire certain characteristics that create opportunities for the individual members, the organization and the community it serves.

Those opportunities beyond individual and community empowerment include:

- Connection to a leading global network of like-minded young active citizens
- Development of skills like communications, leadership, project management and interpersonal relationships through a learning by doing environment
- An established structure for your group to get organized by utilizing JCI's administrative, organizational and management resources
- Credibility for your group by association with a movement that has a 100 year legacy, an alumni of over 1 million individuals and has transformed the lives of 1 billion individuals across the world
- The knowledge that you are part of a global movement working to inspire active citizenship within the next generation of global leaders



Before You Start

Guidelines to Starting an Organization



Before you can begin building a sustainable JCI Local Organization, there are a few key items you need to review and ensure you have. This will help put you on the right track while creating a JCI Local Organization that will be sustainable, relevant and impactful within the local community. Use the checklist below to ensure you have everything you need to take action while starting a new JCI Local Organization.

Form a Committee



While starting a JCI Local Organization, you need a group of committed JCI members or young active citizens who can be guided by a motivated leader. Since creating a Local Organization can take time, ensure your committee is committed, enthusiastic and motivated to see this effort through completion.

Have Knowledge of JCI



The committee should collectively have the correct knowledge of JCI, its mission, vision, values and more. Since JCI is a nonprofit organization, fulfilling the mission is the main purpose of all local, national and international activities. However, the committee should have specific knowledge of how the organization at all of these levels achieves the JCI Mission, from JCI Programs to JCI Skills Development trainings to the JCI Active Citizen Framework.

Understand the Strategy



If you have never started a JCI Local Organization, then before you do, be sure to read through this guide and familiarize yourself with the JCI Impact Strategy. Having an understanding of the strategy will better prepare you on how to engage a community and create a JCI Local Organization.

Create a Timeline for Work



In the guide, there is a recommended time for how long each step should take. Based on that information, your own resources, schedule and team, create a timeline to keep yourselves on track and accountable for the actions to be taken. Consider utilizing the JCI Impact Strategy Implementation Plan Template to help you plan and keep track of actions, deadlines and more.

Determine Costs and Budget



Starting a new JCI Local Organization requires resources. As you create your timeline for work, consider if there are any costs associated with the actions to be taken. Be sure to include the work associated with acquiring sponsors and support to help cover the costs of starting a new Local Organization.



Before You Start

Guidelines to Starting an Organization



Distribute Responsibilities

As your committee reviews the steps required to start a JCI Local Organization while also creating a timeline for those actions, determine who will be responsible for what. Try and match the skills and knowledge needed to the committee member who has those understandings.

Be Prepared with Materials

There are a number of resources that have been created by JCI to help you introduce the organization to communities in which we do not exist. From informative presentations, to brochures to videos and more, JCI has developed a number of marketing and communication materials to support you. Discover these resources on the JCI Library before you begin so you are prepared when entering the community to engage local citizens.

Know the Rules

Prior to starting a JCI Local Organization, it is important to thoroughly understand your JCI National Organization's bylaws and policies relating to the creation and affiliation of new JCI Local Organizations. Investigate the expectations of your National Organization. Various countries and regional governments also have specific laws and regulations that must be adhered to when it comes to incorporating or recognizing an NGO. At the international level, JCI has certain policies and protocols that are also in effect. All inquiries pertaining to extension procedures at the international level should be directed to the JCI World Headquarters.

Ensure Follow-Up Engagement

Your work does not end with the establishment of a new JCI Local Organization. There is continuous follow-up, engagement and support that will need to be provided to ensure the continued existence of the new organization. Before starting a JCI Local Organization, ensure that your committee, past JCI members, nearby existing Local Organizations and even the National Organization will be prepared to support the new organization when needed.



Step 1:

Identify the Community



The most sustainable and impactful JCI Local Organizations are those that have deep roots and support within the community. To build such organizations in local communities, first requires identifying and understanding the community. Therefore, conducting a community needs and SWOT analysis through research, community engagement and exploration is necessary.

Actions to Identify the Community:

1. Identify the community you wish to target and determine the border and boundaries that you will work within.

Where to Start a JCI Local Organization

It is possible to start a JCI Local Organization in the neighboring cities that lack JCI Local Organizations but also in the city or town in which your own Local Organization operates. In a large city, one organization is usually insufficient. Any city, suburb, town or village with at least 50 motivated young people between the ages of 18 and 40 can be home to a JCI Local Organization.

2. Research the community and gather existing information and data.
 - a. Search online for demographic data (population trends, age ratios, employment statistics, etc.)
 - b. Review local newspapers and publications.
 - c. Reach out to local government, universities and hospitals for studies or surveys conducted around the community.
 - d. Meet with any local citizens or stakeholders you know personally to learn about the culture of the community.

Learn from the Community

While community stakeholders can connect you to young leaders, they can also inform you about the culture of the community. By meeting with government officials, business leaders and civic organizations, you can understand their vision for the future of the community and learn how JCI can provide members with the skills and knowledge to fulfill such a vision.

3. Analyze the information collected to determine and familiarize the committee with the greatest needs affecting the local community.

Demonstrate Relevance

As you continue to engage stakeholders and citizens, speak specifically to the needs identified and the challenges of the community to demonstrate the organizations commitment to addressing those local needs.



Step 1:

Identify the Community



4. Conduct a SWOT Analysis outlining the community’s strengths, weaknesses, opportunities and threats.

Community SWOT Analysis	Helpful to enabling the community to achieve sustainable impact.		Harmful to enabling the community to achieve sustainable impact.	
Internal attributes of the organization/ community	STRENGTHS	Large youth population	WEAKNESSES	No sense of community
		A JCI Local Organization existed there 3–10 years ago		Strong divisions exist among groups within the community
		Community has strong civil society organizations		Population of less than 3000 people
External attributes of the community’s environment	OPPORTUNITIES	Young people want the opportunity to improve their community	THREATS	Most residents work in a different community than the one identified
		Community supports engagement of young people in decision-making		There is a trend of young people moving away from the community

* The example strengths, weaknesses, opportunities and threats outlined above are real examples that JCI members have encountered that have influenced their next steps.

5. With your team, determine if sufficient resources exist to target the community and to impact the needs identified.

Next Step:

If sufficient resources do not exist, then identify another community to research and potentially target. If the resources do exist, then use the information gathered to further understand the community’s needs and to take the next step to enable the community to achieve sustainable impact by “Connecting with Community Stakeholders.”

As you move forward, be sure to inform your JCI National Organization of your plans as well as make your intentions known to the surrounding JCI Local Organizations. They may be able to help or have contacts to assist you. Again if no JCI exists in the country, please consult with JCI World Headquarters or JCI officers from neighboring countries on your effort.



Step 2:

Connect with Community Stakeholders



To find young, enthusiastic active citizens in the community and those who will support them in their effort to create sustainable impact, we must immerse ourselves into the community and connect with community stakeholders.

Actions to Connect with Community Stakeholders:

1. Review the information collected during Step 1: Identify the Community, to identify community stakeholders who:
 - a. Should know a JCI Local Organization intends to or does exist in the local community
 - b. Can further inform you about the community's needs
 - c. Can support you in your future efforts to formulate targeted solutions around the community's greatest challenges
 - d. Can refer you to young community leaders or other stakeholders that can help meet these objectives

2. Research important stakeholders identified and begin collecting their information into an organized spreadsheet to easily be able to connect with them throughout the process.

Stakeholder Name	Sector of Society	Contact Person	Email	Phone Number	Address	Important Information
Local Chamber of Commerce	Business	Mr. Citizen	citizen@localchamber	(555) 855-5555	123 Impact Ave.	Past JCI member Have young professional group

Tip: Identify at least 20 different stakeholders from all sectors of society to begin. This will offer ample diversity and opportunity.

3. Initiate communications with the individual stakeholders listed, through telephone or email, and request an in-person meeting.
 - a. You can also conduct group meetings with similar stakeholders or have meetings via telephone. Some stakeholders may request more information before meeting.
 - b. Do not be discouraged if they say no. Some stakeholders are not in a position to learn about new opportunities in their community.



Step 2:

Connect with Community Stakeholders



Where to Begin

If you are unsure about which stakeholders to start with, begin with the Mayor of the local community, town or city. They are knowledgeable about the challenges the community faces and can often provide a variety of referrals for future contacts.

4. Add the dates, time and locations of scheduled meetings to a shared committee calendar. Be sure that those knowledgeable about JCI and the community's needs attend the meeting.
5. Your stakeholder meeting should be conducted in a way that:
 - a. Demonstrates your commitment to solving local needs
 - b. Listens to the needs of the stakeholder
 - c. Gathers further information about the community's greatest needs
 - d. Asks for referrals to young community leaders who have the skills, time and passion to enable their community to achieve sustainable impact

Referrals to Young Leaders

This is the most important thing for you to walk away with after each meeting. While each stakeholder has valuable input about the community's culture, you can not move forward while starting a JCI Local Organization without first connecting to young leaders.

6. Following the meeting, add important information and outcomes of the meeting to your organized stakeholder information.

Initial Meeting Date	Important Things Learned	Referrals Gained	On-Going Communication
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7. Continue to repeat the process of Connecting with Stakeholders till you have identified, met and engaged at least five young community leaders who can be the foundation from which you will enable the community to achieve sustainable impact.

Next Step:

As you connect with community stakeholders, you may find that sometimes you find one or two community leaders very early while the others may take longer to identify. Therefore, it is important to keep the young community leaders who have demonstrated their commitment engaged and passionate about creating sustainable impact with JCI until you have identified all five.



Step 3:

Engage Young Community Leaders



Sustaining the JCI Movement within local communities requires a central group of young leaders who not only believe in the JCI Mission but also in creating a more prosperous and peaceful community.

While searching for young community leaders and potential enablers of community impact, JCI will look for active citizens who take an interest in the well being of their communities and demonstrate a commitment to tackling problems to provide sustainable solutions. It is important that we identify individuals who have the motivation and capacity to be active within JCI and the community, and also bring fresh ideas and a new perspective to addressing the challenges facing the community.

Characteristics of a Young Community Leader

- Identified as a leader during Step 2: Connect with Community Stakeholders
- Between the age of 25–32 to ensure the needed skill set and potential 8-year long-term commitment to the organization
- Lived within the community for at least two years and is well connected to other individuals and civic organizations
- Flexible with time in order to assist starting a new JCI Local Organization
- Interest in sustainable organizations and building effective projects
- Open minded about new opportunities and willing to explore new ideas
- Energetic, passionate, knowledgeable and sociable

Actions to Engage Young Community Leaders:

1. Review the outcomes of your stakeholder meetings to create a list of potential young community leaders who could be the successful foundation for the new Local Organization.

List of Potential Leaders

While you only need to engage at least five young leaders, developing a list of at least 10 young people would be helpful since chances are not all of them can or will commit to helping start the new JCI Local Organization.

2. Organize a meeting with the leaders identified to introduce the idea of creating a new JCI Local Organization in the community and communicate how they have been identified as a potential leader of this new organization. (It may help to mention that the mayor or other leaders recognized them)
3. Garner commitments from at least five young community leaders to not only be members of the new Local Organization but also to help spread the word and start the new Local Organization.



Step 3:

Engage Young Community Leaders



Garner Commitments

Acquiring commitments might require you to continually communicate with each individual to ensure they understand their role as an agent of change within the Local Organization and the community.

This is important, as you will probably not get all five commitments at once. Since it is recommended that you need five committed young leaders before moving forward, it is recommended that you and your committee think of creative ways to keep them engaged.

4. Maintain engaging with leaders as you garner commitments through empowering and inspirational activities that include:
 - a. Invite them to attend the meetings of nearby existing JCI Local Organizations to learn more about the organization and how it operates.
 - b. Organize meetings with local, regional and national leaders to showcase the young leaders commitment to enable JCI to exist within their local community.
 - c. Invite the individuals to join you during your stakeholder meetings to learn more about the community's needs, identify other young leaders to take on the role as a founding member of the JCI Local Organization.
 - d. Invite the young leaders to participate in JCI events, projects and activities hosted by other existing JCI Local Organizations.
 - e. Give the individuals the responsibility to continue investigating the community's needs so that they can begin formulating relevant projects and activities to get the new organization started.

Next Step:

It is important that at least five young community leaders have been identified and have expressed their commitment to help start the JCI Local Organization in the community before moving forward. Once they have engaged with the JCI Movement, the next step is to empower them to unite young active citizens in the community to establish the JCI Local Organization.



Step 4:

Unite Active Citizens



Once you have identified the five young community leaders who are the foundation for a strong JCI Local Organization, it is time to promote the opportunity to the community. Empower the young leaders to build on that foundation by going five-for-five, each bringing other young active citizens who can contribute unique skills, knowledge and passion that can be applied toward creating positive change.

It will be your responsibility to work with the young leaders to organize an event where each of their five active citizens can unite through an inspirational presentation and motivating discussion on what a JCI Local Organization can do to better their community.

Actions to Engage Young Community Leaders:

1. Organize a meeting with all five young community leaders to plan an event to unite active citizens. At the meeting discuss the following and assign responsibilities for each task:
 - a. Finalize event logistics including a date, time and location.
 - b. Identify potential vendors that can support the event by providing space, refreshments and/or food for free or at a discounted cost.
 - c. Determine the format of the event.

Inspire Active Citizenship

When planning your event to unite active citizens, think of creative ways to engage and empower attendees to get involved with JCI. This can include delivering the JCI: Opportunity to Impact informational presentation, hearing from prominent local stakeholders about the importance of such an organization and brainstorming potential projects that the Local Organization can initiate once established to address local needs.

- d. Develop a plan to promote the event.

Market the New JCI Local Organization

Once you have all the logistics finalized for the event, work with the young leaders to promote. Provide resources such as brochures, flyers and posters to post and distribute around town. Work with them to create a press release to announce the event and the new JCI Local Organization to the community. Develop a list of potential attendees to send invitations to. Let the whole community know about JCI!



Step 4:

Unite Active Citizens



e. Prepare a follow-up meeting date, time and location to invite everyone who attended the event to, in order to keep them engaged and on track to establish a JCI Local Organization. (This meeting will bring you one step closer to officially establishing and affiliating the JCI Local Organization).

2. Challenge the young leaders to go five-for-five. If each individual brought at least five active citizens to the event, total attendance would be 30 young people who want to learn more about JCI. While these 30 individuals may not become potential members, some of them might and they can again connect and refer you to individuals who might want to join.

Being a JCI Spokesperson

It is important that the young leaders understand that as they go out and promote the event, they are also promoting JCI and the importance of having such an organization exist in the local community. It is important that the community leaders serve as the JCI spokespeople, recruiting individuals for membership, because they are the ones the community knows, is familiar with and trusts. They will be able to get a lot farther in recruiting members than any outsider will be. If your community leaders have done a good job, often times, everyone in attendance at your event is there to join the JCI Local Organization.

3. Prepare a flyer with information about the follow-up meeting to give to all attendees at the event. Try to determine which attendees will join the organization and which will not, so you can better determine the next steps.
4. At the event, provide membership applications for anyone who is enthusiastic and committed to joining that evening. The more membership applications you receive at, the closer you are to officially establishing the JCI Local Organization.

Next Step:

The next step all depends on the results of the event to unite active citizens. If you had 30 young active citizens attend the event committed to join the organization, filled out an application form and even paid their membership fee (this has happened before), then the next step is plan the first Local Organization meeting to finalize the establishment and affiliation of the organization.

If your event went differently, only offering a dozen or so potential members, continue to conduct meetings, empowering those who have committed to bring their friends and colleagues until you have reached the needed number of members to officially establish the JCI Local Organization in the community.



Step 5:

Build an Impactful JCI Local Organization



Building an impactful JCI Local Organization often takes the most planning and effort because ultimately this step never ends. There is always room for JCI to expand its impact within local communities. However, there is a range of activities that should be conducted within the first few months of a JCI Local Organization's existence in the community, to ensure the organization will exist creating sustainable impact for generations to come.

Actions to Build an Impactful JCI Local Organization:

1. Once you have acquired the required number of members to commit to the organization, submit the new JCI Local Organization's application to the governing organization. Usually this requires you to provide contact information for each individual member.
2. Collect the dues of each member. This should not be delayed but instead collected with each membership application. Remember, no individual officially becomes a member until they have paid their dues in full.

JCI Membership Dues

JCI World Headquarters charges each individual member US \$10.50 to cover the cost of services provided. In addition, each JCI National Organization may also have additional dues that they collect to support the services and activities at the national level. Your Local Organization may also charge additional dues to cover operating costs. At the time of affiliation, the international and national dues are the only dues required to be paid.

3. Conduct elections for your Local Board of Directors. Often times it will be the five founding members that are elected as officers, however any member who is of age and has paid can be elected. The Board will be responsible for managing the new Local Organization and overseeing the remainder of the affiliation process. Your Local Organization will be required to submit the names of its elected officers to be fully affiliated.
4. Now that you have an elected Board of Directors, the Local Organization's leadership must work together to draft a Local Organization Constitution. It is important that they use both the international Constitution and their National Organization's Constitution as a guide, as all three documents should be aligned. You can refer to the Creating a Local Organization Constitution Action Guide for support in this area.
5. Once your organization is fully affiliated to the JCI network, it is time to organize a Charter night to recognize its establishment and officially induct all founding members of the organization.



Step 5:

Build an Impactful JCI Local Organization



Celebrate with a Charter Night

The charter night is a significant night for the new JCI Local Organization. It publicly demonstrates and reaffirms the commitment of the JCI Local Organization to creating positive change in the local community. The event should be more formal than regular organizational meetings and should include recognition of local sponsors, supporters and important stakeholders in attendance. You may decide to offer one of these individuals the opportunity to speak at the event. The program should include an orientation of the organization's philosophy, mission and vision. In addition, it should have a formal induction of the members of the organization. Beyond that, you and the Local Organization can get creative to make your charter night a memorable night for the new JCI members and the local community.

6. Equip your JCI Local Organization for success by utilizing the numerous resources and materials that will set your organization apart from other local civic groups.

JCI Local Organization Administrative Resources

JCI has developed a number of administrative resources to help you achieve the JCI Mission in your local community. Follow these steps to access these resources:

- Ensure your Local Organization is registered on the JCI Website.
- Activate all members of the Local Organization on the JCI Website and inform them of how to access their accounts.
- Register all local officers on the JCI Website so they can stay connected and informed of opportunities for impact.
- Navigate the JCI Website to discover the JCI Library and additional resources, materials and tools to support your local activities.
- Create your own Local Organization website to communicate to the community about the organization and its projects, activities and events.

7. Now that your organization is established, it is time to get to work. Within the first month of your Local Organization being affiliated, the organization, led by the Local Board of Directors, needs to develop a short-term plan of action to keep the organization active and engaged in the community.

Plan for Impact

As soon as the JCI Local Organization is established, begin thinking about your next steps by developing a short-term plan of action for the next 3 to 6 months. It should include activities to get the Local Organization involved in the community, raise awareness, generate funds for projects, engage young people and further identify and understand the needs of the community. It should also incorporate the recommended sustainable follow up plan described next.





The sustainable follow-up plan outlines key activities that the committee should ensure is being conducted by or offered to the new JCI Local Organization. The plan is to be implemented within the first year of existence and activities are listed in the recommended order that they be provided and/or conducted, however they can also be done in the order that makes the most sense for the Local Organization.

1. Establish Consistency

It is important that the organization establish a regular meeting time, date and location. In addition, the board members should all understand their role and responsibilities and be held accountable.

2. JCI Membership Orientation

It is important that all new members have a basic understanding of the organization in terms of who we are, what we do and how we do it. This orientation should be offered regularly as new members continue to join the organization.

3. Create a Long-Term Strategic Plan

It is important that the Local Organization consider the long-term impact it wants to achieve in the community over the next 5, 10 and 30 years. Organize a strategic planning session to outline those long-term goals and strategies to achieve them. Use the JCI Mission and current JCI Strategic Plan as a guide.

4. Create an Annual Plan of Action

Once you have a long-term strategic plan, the Local Organization must create an annual plan of action for the upcoming calendar year. The plan of action should support the achievement of their long-term goals and be aligned to JCI's international plan of action for the same year.

5. Launch Regular Communications

Internal and external communications are important for the long-term success of your Local Organization. Keep all members informed of meetings, their outcomes and on-going activities while also communicating these opportunities to the community.





6. Engage in the Community Need

Get your organization involved in the community by participating in projects and activities organized by other civil society organizations. Encourage the new organization to engage with groups working to address the same community's needs.

7. Provide JCI Training

Deliver JCI Achieve, JCI Impact and JCI Admin courses to the new organization so that they can understand the JCI Mission and Vision and also how the JCI Active Citizen Framework will help formulate projects to achieve them.

8. Conduct a JCI Active Citizen Framework Project

As soon as the organization is started, it must be active in the community. Using the JCI Active Citizen Framework as a guide, inspire them to take grassroots action to create a project that addresses the community's needs.





IDENTIFY THE COMMUNITY		
ACTION	DURATION	MATERIALS NEEDED
Conduct a SWOT analysis	1 Week	
Conduct a Community Needs Analysis	1 Month	JCI Community Needs Analysis Action Guides
Determine if sufficient resources exist to proceed	Within the first month of starting	
CONNECT WITH COMMUNITY STAKEHOLDERS		
Identify stakeholders from all sectors to connect with	1 Week to create list of stakeholders	Community Needs Analysis Results
Conduct meetings to introduce JCI, demonstrate commitment to impact and gain referrals	1–3 months (a consistent presence in the community will mean quicker progress)	Organized list of stakeholders with contact information and referrals made
Maintain communication with stakeholders	On-going	
ENGAGE YOUNG COMMUNITY LEADERS		
Identify diverse leaders from stakeholder referrals	1 Month to garner commitment. If they do not commit within the month, identify a new leader (Engage and garner all five commitments concurrently)	Notes from meetings.
Garner commitment from 5 young leaders		
Maintain engagement as you garner commitments		Prepared ideas for how to engage the young leaders.
UNITE ACTIVE CITIZENS		
Organize an event to unite active citizens, inform them of JCI and empower to join	1 Month (Begin as soon as all 5 leaders commit)	JCI Opportunity to Impact Presentation and Notes
Empower the young leaders to go 5-for-5.	Begins when they commit, continues till event	JCI brochures and informational materials
BUILD AN IMPACTFUL JCI LOCAL ORGANIZATION		
Collect 20 applications and dues from active citizens.	1 Month (From event to Unite Active Citizens)	Membership application
Elect board, adopt constitution, complete affiliation, hold charter night	1 ½ months (From event to Unite Active Citizens)	Constitution Local Action Guide

