



# **FORWARD TOGETHER**

## **2021 GEORGIA JAYCEES PLAN OF ACTION**

**LEE SNOW, STATE PRESIDENT**  
**LEANDREA MIKELL, PRESIDENT-ELECT**  
**ALLEN FARLEY, IMMEDIATE PAST PRESIDENT**  
**MICHAEL FIELDS, VICE PRESIDENT OF OPERATIONS**  
**COURTNEY MANSON, VICE PRESIDENT OF MEMBERSHIP**  
**JORDAN SURESKY, VICE PRESIDENT OF COMMUNICATIONS**  
**MEGAN KELLEY, VICE PRESIDENT OF COMMUNITY DEVELOPMENT**

# EXECUTIVE SUMMARY

---

Fellow Jaycees:

2020 was one of the most discouraging and heartbreaking years for all of our communities. And while we do not know what 2021 will hold, it is clear that the Jaycees Movement is poised to have an active role in rebuilding and establishing sustainable change in a world ready for it.

The Georgia Jaycees have been a driving force for that change for almost a century with projects that have effected not only our local areas but the nation as a whole. We were on the front lines against the polio epidemic in the 40's, we were instrumental in the fight for equal rights for all races, we helped the United States Junior Chamber in the implementation of major nation-wide projects like the Air-Mail service and the National Wildlife Federation. But we've also established and ran projects in our cities that have created sustainable change and been a source of encouragement.

And that is why our state needs us now more than ever. With large-scale projects in the works from our national organization (JCI USA) and the innovative leadership that you provide in your communities, it is time that the Georgia Jaycees help to move Georgia **FORWARD TOGETHER!**

The objectives and strategies in this Plan of Action are not meant to be all encompassing, but they are a road map that our State Executive Committee will take to help you in your efforts and to help encourage you to participate with the larger Jaycee Movement.

Remember, as an organization it is imperative that we look forward to the future, not just through 2021 but to the next 5, 10, or even 100 years. The abiding principle in what we do this year should be long-term sustainability and growth. With our State ExComm's help, we hope to see the Georgia Jaycees regain our rightful place among the household names of change makers in our area.

Let's Move Forward Together,

Lee Snow  
2021 Georgia Jaycees State President

# **FORWARD TOGETHER**

## **2021 PLAN OF ACTION**



**CONNECT**



**MOTIVATE**



**IMPACT**

# **2021**

# CORE PHILOSOPHY & CREED

*INSPIRED BY THE 2020 JCI USA PLAN OF ACTION*

---

To successfully create sustainable impact in a dynamic world, an organization must be guided by its principles. Practices, strategies and structures may evolve over time, but this organization's core philosophy remains.

**JCI's core philosophy is to inspire confidence, unite communities, enhance equal opportunities, establish justice, embrace cultural diversity, and create sustainable impact.**

Guided by our core philosophy, we are empowered to create sustainable impact. JCI is a grassroots movement of young active citizens ages 18 to 40 who are dedicated to creating positive change in our respective communities around the world. We empower young people by developing their skills, knowledge and understanding. These young people have the confidence to stand up, make informed decisions and lead their communities to take action towards sustainable impact.

In communities across the state of Georgia, our members and our organization is recognized for embracing new ideas, collaboration and diversity, and are equipped to address the most critical challenges of our time in a world that has been overcome by adversity in the last year. As we empower and inspire young active citizens, that legacy will grow each day.

## OUR MISSION

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

## OUR VISION

To be the leading global network of young active citizens.

## OUR VALUES: THE JAYCEE CREED

### WE BELIEVE:

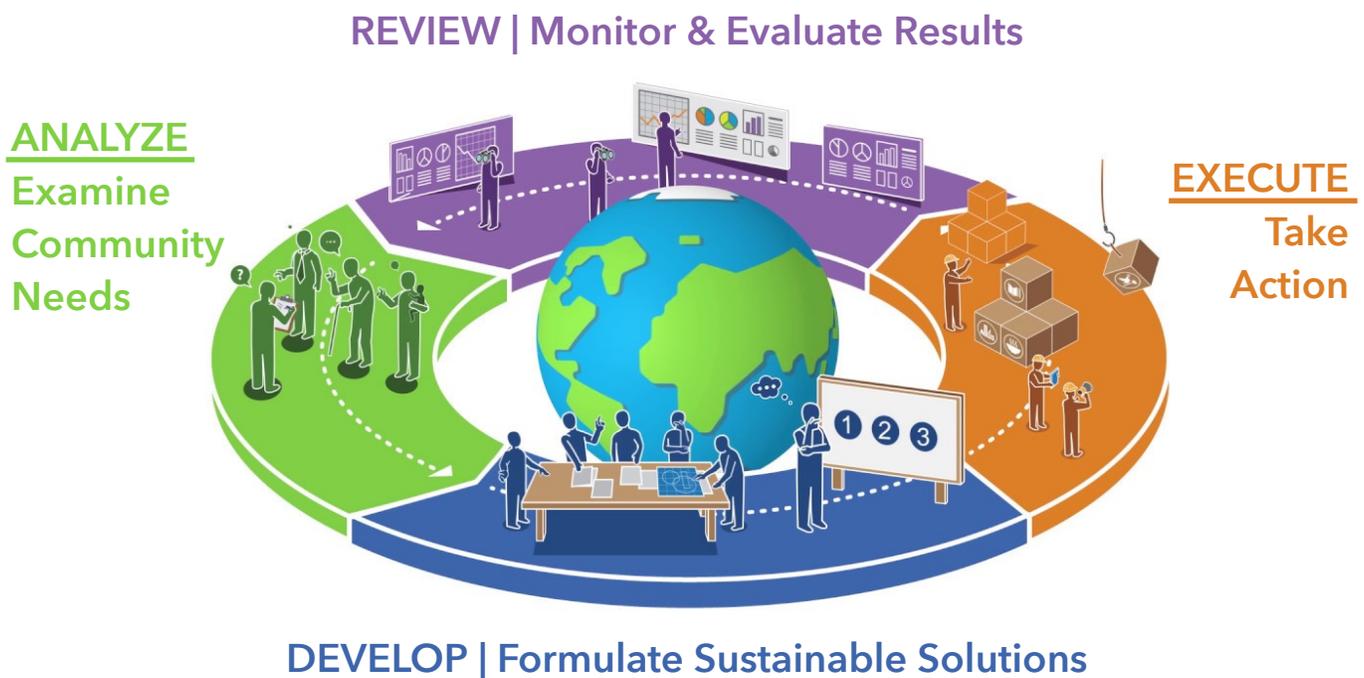
That faith in God gives meaning and purpose to human life;  
That the brotherhood of man transcends the sovereignty of nations;  
That economic justice can best be won by free men  
through free enterprise;  
That government should be of laws rather than of men;  
That earth's great treasure lies in human personality;  
And that service to humanity is the best work of life.

# STRATEGIC POSITIONING

TAKEN FROM THE 2020 JCI USA PLAN OF ACTION

**JCI will be the organization which unites all sectors of society to create sustainable impact.** Members can utilize the JCI organization to first, personally and professionally develop. With initial focus on personal development, we can have a great foundation to put ourselves out in the community to really make impactful and sustainable solutions to our local and global challenges. Together, members can collaborate on projects to help support personal, business, community and international development.

JCI achieves sustainable impact through the collective action of active citizens across local communities in the United States. JCI USA empowers our members take responsibility for local challenges and identify targeted sustainable solutions. Collaborative ownership of both challenges and solutions motivates our members to work within their community to address their most urgent needs. Members use the Active Citizenship Framework™ (IMPACT PROJECT) to take the grassroots action which will result in sustainable solutions.



# CONNECT

**Connections are vital for a State Executive Committee's success during their year to lead.** Without communication, instruction and development of our local chapters and the wider community about the Jaycee Movement, that movement will cease. Therefore, the 2021 ExComm will work to provide both internal and exterior connections through three main **Key Results Areas** (KRA's). While these are not encompassing, they are the main goals set forward for the year.

## STATE SPONSORSHIPS

In an effort to further the name of the Jaycees amongst vital professional communities across the state, the ExComm is going to be establishing 4 main sponsorship opportunities for businesses and individuals (see the 2021 Budget).

## PARTICIPATION IN JCI USA INITIATIVES

The separation of Local, State and National organizations only hinders the local chapters. The 2021 ExComm will seek to encourage participation in National initiatives, projects, etc. across the local chapters.

## PERSONAL CONNECTIONS WITH LOCAL PRESIDENTS

The 2021 ExComm strongly believes that connections with the State organization allows local Presidents to be informed and encouraged through their year to lead by providing functional mentorship and ideas that may prove to be invaluable to our chapters. Open lines of communication for questions, concerns, etc. will allow that to happen.

KEY RESULTS AREA (KRA)	ACTION STEPS	FACILITATOR(S)
State Sponsorships	Isolate potential donors, establish report, "sell" the sponsorships, and facilitate any legal documentation	PE LeAndrea & VP Megan
Participation in JCI USA Initiatives	Educate and encourage/incentivize local chapter's participation.	VP Michael & VP Courtney
Personal Connections with Local Presidents	Establish open communication for questions, concerns, ideas, etc.	SP Lee

# MOTIVATE



**Everyone needs motivation after the past year we have experienced.** But motivation can come from a variety of different angles, angles that we will seek to use during 2021.

## MONTHLY LOCAL PRESIDENT CALLS

Each month, a Zoom call will be conducted with all Local Chapter Presidents being strongly encouraged to attend. These will be a time to share information about the chapters and upcoming events and for the ExComm to speak motivation into those initiatives and projects.

## QUARTERLY ROUNDTABLES

Throughout the year 4 quarterly Roundtable discussions each facilitated by two ExComm members on subjects listed under the Calendar of Events. These Roundtables will be streamed on Facebook Live and will be a time of engagement and open discussion from the local members. All Georgia Jaycees are encouraged to participate.

## MONTHLY JCI TRAININGS

One of the most practical applications of the Jaycee Movement is in the professional and personal development opportunities afforded through JCI official trainings. Given that many of these trainings have been retrofitted to be done virtually, the Georgia Jaycees will seek to host at least one training per month with certified trainers from across our State and National organizations.

KEY RESULTS AREA (KRA)	ACTION STEPS	FACILITATOR(S)
Monthly LP Calls	Schedule, communicate, and facilitate Zoom calls.	SP Lee & VP Jordan
Quarterly Roundtables	Schedule, communicate, and facilitate Facebook lives.	SP Lee & VP Megan
Monthly JCI Trainings	Schedule, schedule speakers, communicate, and facilitate Zoom calls.	VP Jordan

# IMPACT



**The Jaycees Movement is about one thing, sustainable impact in our members, communities, society, and world.** As individual Jaycees, we are the first line in the sustainable impact being done throughout the world. As ExComm members, our role is to do that specifically to those chapters in Georgia.

## CHAPTER EXTENSIONS

Throughout 2021 it is the goal of the Georgia Jaycees to extend chapters into a number of communities across the state. Our 2020 ExComm discussed a number of these areas and it will be the 2021 KRA to see those chapters to fulfillment and establish other areas that may benefit from a chapter extension.

## HANDS-ON HELP

Many chapters in Georgia are small in number, big in potential and even larger in ideas. It will be the goal of the 2021 ExComm to be in-person at as many events and projects as possible throughout the year to provide much needed help pending the circumstances surrounding the COVID-19 pandemic.

## 2021-2022 JAYCEES FUNDRAISING GALA

2019 saw an amazing gala benefiting a much needed organization that fights Human Trafficking in our state. It is the goal of the 2021 ExComm to host another fundraising gala for an important organization in a state.

KEY RESULTS AREA (KRA)	ACTION STEPS	FACILITATOR(S)
Chapter Extensions	Isolate communities, establish local committees, facilitate documentation & charters	SP Lee & VP Michael
Hands-On Help	Keep calendar of chapter events, distribute responsibility for attendance among ExComm.	PE LeAndrea & VP Courtney
2021-2022 Jaycees Fundraising Gala	Facilitate fundraising and isolate benefit charity.	IPP Allen

# 2021 STATE BUDGET

---

<b>INCOME</b>	
<b>MEMBERSHIP</b>	
DUES	7,500
<b>SPONSORSHIPS</b>	
WEBSITE (3)	250
SILVER (3)	500
GOLD (2)	750
PLATINUM (1)	1000
<b>TOTAL INCOME</b>	<b>\$12,250</b>
<b>PLANNED EXPENSES</b>	
<b>MEMBERSHIP</b>	
YEAR-END	1,500
MIDYEAR	1,000
GEORGIA ACADEMY	1,000
INCENTIVES	1,200
<b>TRAVEL</b>	
NATIONAL CONF.'S REG'S	1,000
FLIGHTS/TRAVEL	1,500
HOTELS	2,000
EXCOMM MILEAGE	1,000
<b>MARKETING</b>	
SOCIAL MEDIA	400
WEBSITE	250
ZOOM	150
<b>TOTAL EXPENSES</b>	<b>\$11,000</b>
<b>INCOME</b>	<b>\$12,250</b>
<b>EXPENSES</b>	<b>\$11,000</b>
<b>TOTAL PROFIT</b>	<b>\$1,250</b>

# 2021 GEORGIA JAYCEES CALENDAR OF EVENTS

## QUARTERLY MEMBERSHIP ROUNDTABLE SCHEDULE

(Facebook Live)

DATE/TIME	DISCUSSION TOPIC	FACILITATORS
1/14 - 7:00PM	Brainstorming Your Game Plan for 2021	SP Lee & 2021 ExComm
4/8 - 7:00PM	Providing Value to the General Membership	SVP Michael & IPP Allen
7/8 - 7:00PM	JCI USA National Resources & Strategic Plan	SPE LeAndrea & SVP Jordan
10/14 - 7:00PM	Finishing The Year Strong	SVP Megan & SVP Courtney

## MONTHLY LOCAL PRESIDENTS CALL SCHEDULE

DATE/TIME	FACILITATOR	ZOOM LINK
2/11 - 7:00PM	SP Lee	<a href="https://us05web.zoom.us/j/81466767109?pwd=OEIvMU9neGRoWi8wYWFIV2kxaDJmZz09">https://us05web.zoom.us/j/81466767109?pwd=OEIvMU9neGRoWi8wYWFIV2kxaDJmZz09</a>
3/11 - 7:00PM	SP Lee	
5/13 - 7:00PM	SP Lee	
6/10 - 7:00PM	SP Lee	
8/12 - 7:00PM	SP Lee	
9/9 - 7:00PM	SP Lee	
11/11 - 7:00PM	SP Lee	
12/9 - 7:00PM	SP Lee	

## CONVENTIONS AND IN-PERSON GATHERINGS\*

FEBRUARY 19-21 - YEAR-END CONVENTION (COLUMBUS, GA)

MAY 14-16 - MIDYEAR CONVENTION (JEKYLL ISLAND, GA)

AUGUST 28 - GEORGIA ACADEMY & ELECTIONS MEETING (ATLANTA, GA)

\* Subject to change given the COVID-19 Pandemic

# TEAM EMPOWERMENT PLEDGE

TAKEN FROM THE 2020 JCI USA PLAN OF ACTION

- I pledge to be a positive leader who sets the example for my teammates through my positive attitude and proactive actions.
- I promise to share positive energy and encouragement with my team.
- I will not be an energy vampire nor will I sabotage myself and team with negativity, complaining and excuses.
- When I make a mistake, I will own it and seek to improve.
- When I'm not performing well, I will be open to constructive criticism, stay positive and strive to get better.
- When I experience self-doubt, I will remember a time when I succeeded.
- When I feel fear, I will choose faith.
- When I face adversity, I will find strength..
- When I experience personal or professional challenges that stop me from fulfilling my Jaycee obligations, I will communicate to my team in order to keep the tasks at hand moving forward and allow myself to focus on my challenges.
- When my team experiences a defeat, I will choose to stay positive and prepare to achieve another victory.
- I will strive to fulfill my job duties and expectations set for me and ask for assistance if I feel I need support to complete them.
- With hard work, determination and faith, I will never give up and always help my team move forward towards our vision and goals.
- Today, and every day, I will be positive and strive to make a positive impact on my team.

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
EXCOMM POSITION

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

## COMMITMENTS OF AN EMPOWERING TEAM

Commit to giving 100%.

Commit to getting better.

Commit to staying positive.

Commit to our mission and the team's vision.

Commit to each other.