

IF SOMEONE WOULD ONLY ASK

Recruiting Manual

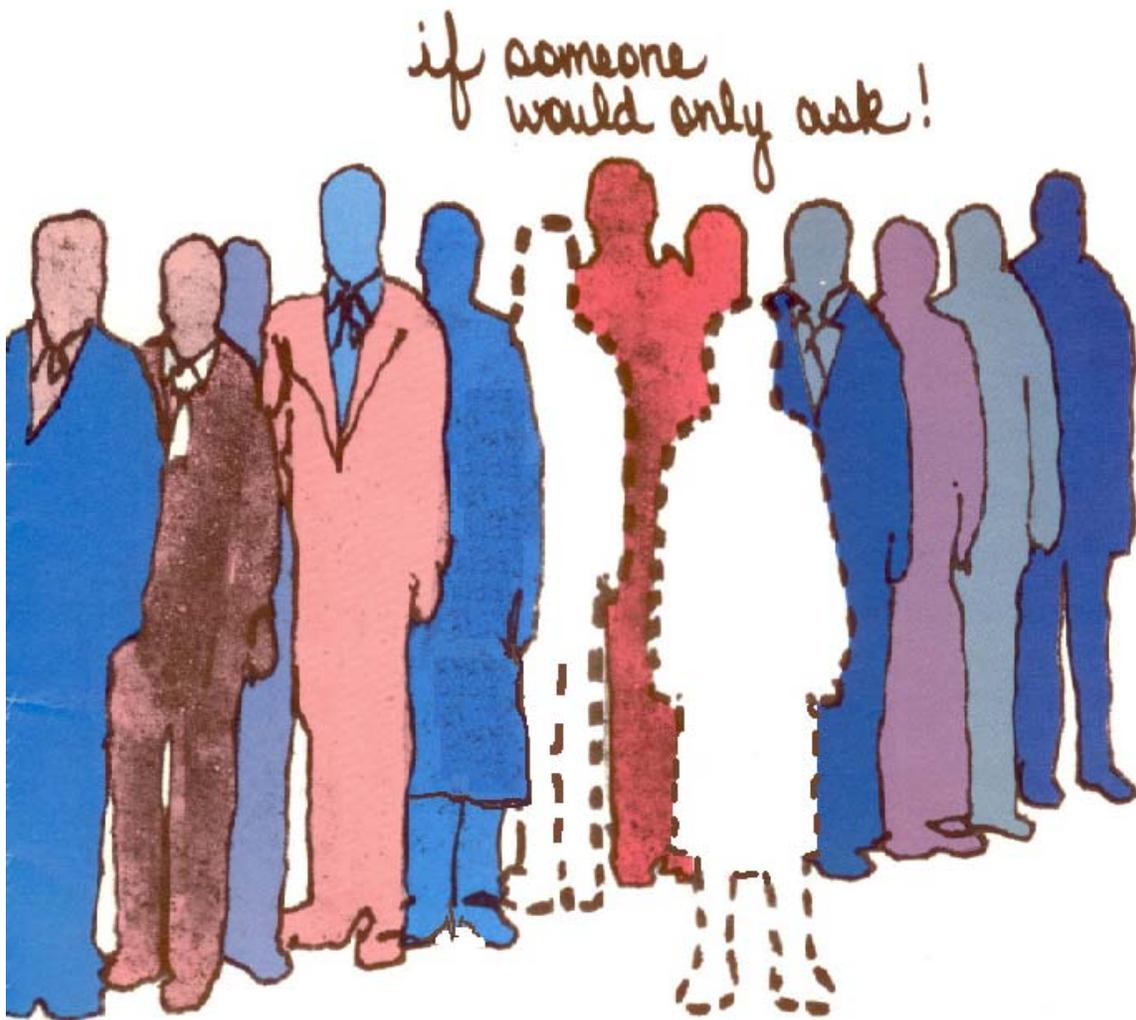


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THE JAYCEE CREED

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.

INTRODUCTION

The content of this recruitment manual is designed to help Jaycees and Jaycee Chapters in their recruiting efforts. The purpose of the manual is to provide the reader with recruitment knowledge to make this person a better recruiter and to use as a guide when teaching someone else how to recruit.

This teaching guide does not indicate that the recruiter's or chapter's responsibility ends when a member is signed. More accurately, this is where the responsibility begins. Once a young person becomes a member, the responsibility to deliver the goods you sold begins. The responsibility to deliver the goods must be shared between the recruiter and the chapter. Each must do the best job possible to provide the new Jaycee with all of the opportunities available.

Use this manual as a practical exercise in recruiting. It would be nearly impossible to give you examples of every recruiting situation. This manual covers some of the most common recruiting difficulties. After you have read and studied this manual, you will have all the knowledge and methods you need to recruit. *Use your knowledge to not only recruit new members into the organization, but to teach others how to recruit.*

Theory of Growth

To be a successful recruiter a person must understand why growth is important. To recruit a person without understanding the need for growth would be much the same as selling a car without understanding the reasons a car is needed.

The need for more Jaycees is explained by Past US Jaycee President Dick Robinson (1975-76).

“Jaycees want to have an impact on the United States, on each community within the United States. That impact can only come through widespread involvement. We must seek to offer the opportunity of Jaycee involvement to as many young people as possible. Only then will our organization begin to more positively bring about the collective community involvement we desire. Local growth is the answer.”

Each chapter should have an ongoing recruitment program for at least these three very important reasons, which will be further discussed.

- 1) A chapter must continue to replace those who have left the chapter through aging out, moving etc.
- 2) The more members, the more manpower you have to run projects which meet the needs of your community and carry out your chapter's planned program of activities
- 3) Most importantly, Jaycees offer every young person the opportunity for leadership training and personal growth.

Replacing Members

Every year, members reach the age limit, move to another community, or find some other interest. In any case, your membership decreases. Let's look at what happens without any attempt to replenish chapter membership.

Assume your chapter starts the year with 30 members. At year's end, for one reason or another, 10 members did not rejoin, which is a retention rate of 66.6%. If a chapter averages 66.6% retention year-in and year-out and does not replenish the membership, your chapter, even with minimal recruitment effort will be below the US Jaycee minimum requirements for membership of 20 members within 2 years. *If you fail to recruit, your membership will decrease until your chapter does not exist, or at best will be so small you will not have an impact in your community.*

Meeting the Needs of Your Community

Satisfying a community's needs is a never ending battle, regardless of the type of needs your community has. To do the best job possible, you need to have all the manpower you can get. The more members you have, the more projects you can run, consequently meeting more of your community needs. Divide the number of Jaycees in your chapter into the number of people in your community. Whatever the number is, that is the number of people each Jaycee in your chapter must serve. Wouldn't it be easier for your chapter and better for your community if you doubled or tripled your membership.

Logically, the more Jaycees you have, the higher the probability of meeting your community's needs. This theory does not take into consideration many other factors such as: good chapter management, number of other organizations, age of the population, etc. In most cases, even with other factors to consider, you would have to agree that the addition of Jaycees to your chapter gives you more potential to solve your community's problems.

The Opportunity for Leadership Training

Jaycees exists not only for community development but also individual development. *A young person with strong leadership training will be better able to address community needs and provide solutions to the ills of the community.* The case for leadership training in this country cannot be overstated. You can cite many instances of lack of leadership; whether it is in the area of government, business or a person's personal life. The need to involve people in leadership training will always continue simply because each year a new class graduates into the world. Jaycees offer a continual program of leadership training from 18-40 or even beyond with alumni associations like the JCI Senate, State Corps etc. This is the only organization in the world to do so.

If we agree that there is a need for leadership training, it is inconceivable not to offer Jaycees to every young person. The United States has millions of young people between the ages of 18-40, but less than 1% of them are Jaycees. It is difficult to believe every young person has been offered an opportunity to belong. Again, the need for growth in the chapter's membership is pointed out.

Every chapter must constantly face the challenge of growth. If your chapter is not growing, it is dying. *The question of growth should always be: how many and by when? Jaycees are good for communities and good for individuals. From that viewpoint, recruiting young people into our organization becomes the obvious thing to do.*

RECRUITING INDIVIDUALS

Most Jaycees find one-on-one recruiting the hardest job to do in a Jaycee chapter *because the recruiter creates their own obstacles*. Here are some general rules you can follow to eliminate those obstacles and increase your confidence in your ability to recruit.

Rules for Recruiting

Honesty

No matter what you say, make it the truth. Nothing will be more harmful to your success or your chapter's success than dishonesty. If you do not know the answer to a question, say so. There is no need to make up an untruth. Both good and bad things happen in every chapter during the year. Do not be afraid to admit errors because Jaycees do far more good things than bad. Put yourself in the prospect's position. What would you do if you discovered an outright lie?

Be Yourself

In order to be most effective, you should be natural. By being natural you become more sincere and believable. People who are not themselves are easily noticed and, to a certain degree, are mistrusted. Not everyone has the natural easy flow of conversation which so many times is associated with successful salesmanship. You can successfully express yourself without trying to be something you are not. All it takes is a sincere effort, a little common sense, and some practice.

Knowledge

You must develop a definition of Jaycees that reflects the organization's philosophy. A good philosophy might be, *"Jaycees Is Community Development Through Leadership Training."* Be prepared to answer questions about the definition of Jaycees. Using the example previously given, you might be asked, *"What are some of the leadership training programs?"* Have a good general knowledge of your chapter's history, budget, activities, and membership. Be familiar with your chapter, state, and national organization functions. The information is available from Chapter Presidents, State Officers, or the US Jaycees. Be careful with your knowledge. Too much could be as harmful as too little. The idea is to recruit someone into the organization, not baffle them with mind-boggling facts and statistics. You need the knowledge to answer questions, not impress them with your intellect. *There is no need to give a full orientation while recruiting; that is done after they join.*

Attitude

Attitude is the always-important factor in any effort. *The need to be enthused about your product is necessary, but especially so in recruiting a new Jaycee.* You want to communicate to your prospects the need for him to join and the action-producing attitude that will cause them to pay their dues. By showing a sincere, determined effort to give the prospect the best view of the Jaycees, you show your enthusiasm.

Listening

Be sure to listen to what your prospects are saying. Remember, they are motivated because of their own interests. If you do not give them the opportunity to ask questions, you cannot find out what their interests are. More importantly, you will lose their attention. A good way to remind yourself to listen is to ask questions. A question will require an answer. An answer will require you to listen. The sale of Jaycees is not a one-way street. Jaycees are for participants. *Both parties must be allowed to speak and listen. The successful recruiters are those who do more listening than selling.*

Personalities You Will Meet

It should be mentioned that most of Prospective Jaycees you will meet will want to join. The majority of them will recognize the benefits and after a few questions will want to join. The majority of them will recognize the benefits and after a few questions will ask you what they need to do to join. However, there are some prospects who, because of their personalities, tend to create a problem for a recruiter. Study this section of the most common types of personalities and ways to talk with them about Jaycees to make your recruiting easier.

The Talker

When you meet The Talker it seems like you never get to present your side. The Talker rambles on and on, nearly always talking about everything but joining the Jaycees. This is one prospect you won't have to ask many questions. *Any questions you do ask should be the kind that can be answered "yes" or "no".* That way straying from the subject is less likely and you will be able to get your point across. Anything you can do to control the talking will cause The Talker to listen more and you will have a better chance.

The Quiet One

This prospect is probably shy as well as quiet. *Take your time. The Quiet One feels pressure quicker than most.* The more examples of benefits you can give, the better. For these prospects, help them make up their minds by giving them proof that your chapter needs them and that they need the Jaycees. Any questions you have should be of the "what do you think" or "how can the Jaycees help" type.

Mr. or Ms. "You may be selling, but I'm not buying."

These are the prospects who said "no" as soon as you walked in the door. They have made up their mind and will go to great lengths to keep from joining. Most often they're argumentative. They will take issue with everything you will say. If they can shake you, they figure you will leave. Don't fall for it. *Remember, they made up their minds before they heard the facts – they really need leadership training. Don't disagree with them, that's just what they want.* Change their negative point into a positive one. For example, "Yes, it is true Jaycees do have an age limit, we are all in the same age group, same stage in life, have the same responsibilities, and are able to do more for the chapter and community because we are young and active."

YOURS FOR THE ASKING

Jaycees, the product you are selling, is outstanding from any angle. *Jaycees is the "best value" you can get. It never wears out, cannot be lost or stolen, does not require a license or insurance, the benefits are indestructible.* If you think in those terms, the prospect is really yours for the asking.

The Opening

The first 30 seconds is the attention-getter. If you do not get a foot in the door during that time, there are many hurdles left to finish the race. You have to size up prospects for personality type, spark interest, and convince them to listen for the rest of the presentation. Get to the point quickly, there is no need to waste time talking about something that does not relate to them joining. You can get to know him later on in your conversation. Introduce yourself and your Jaycee chapter. Ask them if they are a member. By doing so, you have fulfilled the necessary parts of the introduction, that is; who you are, what you are associated with, and why you are there.

There is a difference in recruiting someone you know and a complete stranger. Your approach will be different for each, especially if the person is one you have known.

The Prospect You Know

First, do not make the assumption they have been asked to join and turned down the opportunity. In many cases they have not been asked. If you are embarrassed because you have never asked, admit it, there is nothing wrong with honesty. Just ask them to join. After that, treat them just like any other prospect.

What about prospects you know who have been asked several times? Do not let that intimidate you. Remember Jaycees are good for everyone; it is an outstanding product; the best value around. You may think of a different approach to get them interested. Check with their boss or family about getting them to help sign the prospect up. Sell them on the usefulness of Jaycees, and they will help you.

Another approach might be to ask prospects to help you work on a project. By their participation they may join without being asked. Seek their ideas concerning what community needs are not being met and how the chapter can meet those needs. By making them feel wanted and needed, as well as giving them some responsibility to make decisions, you have demonstrated how useful they can be. Give them examples of individuals in your chapter who were reluctant to join, but eventually did and became successful. Ask one of those Jaycee successes to talk to them. Take them for a drive and show them the results of a Jaycee project, whether it be a park, haunted house, softball diamond or the clubhouse. The more positive and tangible things you can point out, the more you reinforce the reason for joining.

The Prospect You Don't Know

Most recruiters will tend to speak the same language as the prospect. You talk to a lawyer differently than a carpenter. *With a little effort, you can gain your prospective members' attention quickly by speaking in terms they use every day.* Here are some samples, some are exaggerated, but the idea is still the same. If your prospects are bankers, or businessmen, tell them how much *interest* your chapter has in them and ask if

they would like to *invest* some time in the Jaycee chapter. If your prospects happen to be mechanics, talk about how much *spark* the chapter has and give him the *nuts and bolts* of the organization. If they work at a gas station, tell them about the *full-service* chapter or explain that the chapter allows individuals to *serve themselves*.

Speaking in terms prospects use every day puts you on a solid conversation level with them. They are less inhibited and more receptive to your ideas since you are taking on some of their characteristics. *Use their names on several occasions*; if you are unsure of it, ask them to spell it. The longer you let it go, the more difficult it is to re-ask their name.

With a little experience, you will be able to ask them about some article that relates to their job that you see on their desk or in their work area. They will be glad to talk about it, which puts both of you at ease. Relate the item to the chapter. If it is a written article, talk about producing your newsletter. If it is a tool, tell them how it could have been used or will be used at a project. *If they are a skilled speaker or concrete worker, brick layer or ambulance driver, show them how the skill can help the community through your Jaycee chapter.*

The Pitch

After you have gained prospects' attention during your opening and have asked them to join, you need to pause. Usually they will give a reason for not joining (This, of course, depends on the type of personality you are dealing with.). If they do not, you should ask them if they have any questions. The objections you will hear are usually the same. You need to be prepared to overcome these objections. Here are some standard objections and ways to turn them into selling points

No Time

"I don't have enough time right now." This objection is the most common. While it may be true in some cases, more than likely it is not. Explain that everyone has the same amount of time – 24 hours each day. The difference is in priorities. *"People fill up their schedule with all the activities that they have to do and want to do. All the chapter wants is a chance to influence their priorities. Your family and job obviously come first on the list, but there is a place for Jaycees. By belonging to Jaycees, you can combine some other interests that take up your time. Jaycees have social functions, and who knows, one of your hobbies may well be a project in the chapter right now."* If the prospect is a little league coach, for example, maybe that is a project for youth that your chapter doesn't presently have but to which they could add their support.

Mention ways prospects can contribute to Jaycees which are not time consuming, like assisting with telephone calls, hanging posters during a lunch break, sending out the newsletter, sending out Public Service Announcements to promote chapter activities, writing chapter thank-you letters etc.

Do not be argumentative. Agree with the prospects that time is always a problem and that you understand their problem. *"If it hadn't been for the Jaycees helping me organize my time a little bit, I would not be here talking to you."* Review their time schedules with them. Ask them questions about what they do with their time. For example, "How many days do you work each week? What hobbies do you have? Do you watch sports on weekends? How long does it take you to mow your lawn? How

many nights do you watch television?” etc. **Do not make a judgment if they waste time or not.** Just by pointing out their activities, they will realize they do have some extra time. Now mention to them that part of Jaycees is individual development. *“The US Jaycees and our chapter have resources that help people learn to manage their time. We would be glad to share ideas with you.”*

Still another approach used with success is the “all work and no play” theory. It is a more assertive approach. *“What you need is some Jaycee time to get out of a rut. Jaycees is a totally different aspect of living. Somehow it helps you get excited about your job, your family and your community. By learning and doing in our chapter, you can get more things done on the job and at home in less time. It helps you become more creative and expands your horizon a little bit. Somehow by watching and working with other people’s problems, yours don’t seem so big. It would be a good exercise for you. Jaycees is the one place where you can work and have fun all at the same time. It’s the best attitude adjuster I have run across.”*

I Belong To Too Many Organizations

This is another frequently heard objection. Question the prospects about the organizations they belong to and their activities in them. Many people belong to several organizations, but few are really active in all of them. Try to find out the answers to these questions so that you have an idea how busy they really are. *“What are the organizations you belong to? Are you an officer in any of them? How often do they meet? How many meetings did you attend this week? How many members are there? What does the organization do?”* Now they have probably realized they are not as busy as they thought. Do not discuss the worthiness of each organization; it will only make them angry. Respect those organizations and their philosophies. Now tell them about all the things the chapter has done and how quickly they did them. Be sure to include some projects that are different from other organizations and always stress the individual development benefits. *“Our chapter just completed a park project we started three months ago. Ten of the Jaycees completed Chairman training in the last week. During the last month, we completed four projects involving forty-two Jaycees and one project helped out over a hundred senior citizens.”* What you want to do is convince them that while the other organizations are good, Jaycees are better. Jaycees do more in less time and involve lots of people both in the chapter and in the community. The reason for this approach is that all too often organizations utilize very few people and your prospects have probably not been utilized to the fullest. You have caused them to think about all the action they are missing out on by not belonging to your chapter.

A very good answer to the objection of “belonging to too many organizations” is this: *“That is exactly why we are asking you. Because of all the training you have had in other organizations, you could be of help to your chapter. Your expertise in leadership positions could be passed on to our members. The benefit to our chapter would be very significant. Let me ask you this question: If you had to assemble a team of the best athletes in the world, who would you call on – a person who was great in several sports on an international level or our local high school high-jumper? Our community needs all the leadership and leadership training we can get and you can do no better service to our town than helping train other young people to follow in your footsteps.”*

Another approach might be to ask prospects if they would still belong to all of those varied organizations if they could belong to just one organization that filled all of the same needs. *“I see you belong to a civic group, a community service group, a business skills group, a social group, and a networking group. If you could have all of those advantages without having to run all over town to half a dozen different meetings to get all of those things, would you? Jaycees is a dynamic organization whose programming is designed based on the interest of our members. While we keep a balance program in the areas of Business, Individual Development, Community Development, and International Involvement, the specific activities in each of these areas are decided on based upon where the members most want to invest their time.”*

Can't Afford To Join

This objection is usually a secondary objection after you have eliminated others. Probably nine out of ten people who give this objection are trying to find a more legitimate reason not to join. You, therefore, need to eliminate it quickly. Make arrangements for a pay-as-you-participate plan with your chapter. Then divide the dues up into equal monthly payments. If dues are \$52 a year, ask them if they could put \$12 down and pay \$10 a month for the next four months. Ask them how many nights they went out to eat, or went to the movies in the last month. If they can give up even one of these nights a month, they can afford the payment plan. Ask them what other organizations will give them personal development for what amounts to \$1 a week. Just competing in the Speak-up program and becoming better at making presentations could earn them a raise that would off-set the amount of their dues the next time they get to a review at their job.

Another effective way to respond to this objection is to point out what the chapter gives the members in the way of paid conference registrations or social functions/dinners that give those dues back to the members. Point out that they get their money back through these events, maybe even more than what they paid in.

You Just Want To Sign Me Up For the Award You Get, or Just For the Numbers

Anyone who has been asked several times to join any organization and has refused will give this objection. If it is true, admit it. If you do not, the prospect will recognize the lack of honesty. Your strongest selling point is this: “It is true we receive awards for signing people up. It is also true we need more members or numbers.” No relate the situation to the prospect’s job. If the prospect is in sales: *“Our organization believes in incentives just like our country. The desire to perform is increased by an incentive. That is a basic part of our free enterprise system. Do you sell your products just because of the commission, or do you really think that product fits the needs of the individual at a fair price? Isn't it true that by selling more, you are able to provide more service to more people so that overall each person has a little better chance to have good service and a good product? So it is true, incentives and numbers are important to you.*

The recognition of members is also important to the chapter. So many times a person’s efforts go unnoticed. Jaycees awards allow for this recognition. Numbers are important too. *“Without our 50 members, we couldn't raise enough money to deliver 25 Thanksgiving baskets to families in need, or take 100 underprivileged children on a Christmas shopping tour. Did you know that our annual budget is \$10,000? That*

money is raised by our 50 members and turned back into the community in the form of projects. Imagine what we could do with 75 or 100 members. If you recruit members that help you have this kind of an impact, you deserve awards and incentives. That's why we offer them.

Jaycees Don't Do Anything I'm Interested In

Prospects who use this objection do so for one of two reasons. First, they are probably not familiar with what Jaycees do. Second, you have lost their attention. The solution is the same for both problems. Ask questions about their interests. *"What activities are you interested in? What do you like most about them?"* As they describe their interests to you, find them in the projects your chapter already has. *"Well, I didn't realize you were interested in local government. We regularly send a delegation to city council meetings and usually have a candidates' night during election years. We also run a strong Get Out The Vote program to get people to register to vote and promote voter education. Maybe you would like to help us develop a Government Affairs program? Or, "Your hobby of woodworking is one that might be helpful in our monthly program at our meetings. You could give a demonstration of skills; some of our other members may be interested in that hobby as well."*

By asking questions, you have encouraged your prospects to talk about things they like which will help to get their attention back. Remember the listening rule. If they bring up an interest or an idea your chapter does not have a related project for, ask them to come to the meeting and propose it as a project. *"Now that's an idea we could use. My guess was right; you will be a great member. Could I help you draw up a project proposal for our next meeting?"* The more questions you ask, the better. They will not only pay attention and be interested, but you have shown a sincere interest in what they think is important.

I Don't Want To Join Right Now

The new recruiter might take this statement for the truth and move on. However, the experienced recruiter will listen more closely. The statement was, *"I don't want to join right now."* not, *"I don't want to join."* As a matter of fact, the prospect just said they would join. Now the question is: when? These prospects might be letting you know that you haven't given them enough reasons to join. This is especially true for the "quiet personality." In either case, they have given you a small license to convince them to join. You can start to pick up your pace a little. *"The sooner we can get you started on those Individual Development courses, the sooner you will be able to see the results."* Or you may want to pin them down. *"When would you like to join? I understand your reluctance to join, I was the same way. I could never come up with a reason for delaying."* Now pause for a moment and let them respond. They will give you a reason for not joining, or they will join.

Excuses or Cop-outs

Excuses may be offhand remarks by the prospect but could be harmful to your recruiting efforts if not answered properly. Here is a list of the most common hearsay excuses that fail to qualify for reasons not to join:

1. None of the Jaycees I know go to meetings.
2. Jaycees are too cliquish and I am not in the group.
3. Just a few people do all the work.
4. I heard it's a party chapter.
5. Most of the meetings last an hour and then everyone drinks until 1 a.m.
6. I don't play cards.
7. Too many teachers, bankers, farmers, etc.
8. I heard all the Jaycees fool around.
9. Jaycees rip off the community.
10. I am not good at knocking on doors and collecting money.

Your answer should be cautious since the prospect could know more than you. A reply like this is appropriate for all of the hearsay excuses: *“Well, there may be some truth in that statement, but Jaycees do enough good to far outweigh any half-truth you've heard. Remember a half-truth is also a half-untruth. Is that statement really a reason not to join and miss out on the benefits we just talked about? You can think of all kinds of examples of gossip that turned out to be something good instead of something bad.”*

The Closing

If your sales presentation has been totally effective – you have sold yourself and offered the Jaycee product – you will probably not recognize the closing. When the prospect is ready to join, he will ask you how much the dues are. When you answer, say it like this: *“The dues are only \$52, and you become a member of our chapter, state, national, and international Jaycees. You can make the check out to our Jaycee chapter and fill out this application.”* The experienced recruiter will give the prospects little nudges throughout the opening and the pitch. For example: *“When you join you will be able to teach our chapter how to manage people. The next meeting you will go to will have a speaker on energy conservation. You will be a great project chairman in our youth programs.”* All of these hints move the prospect toward the decision to buy. The more you communicate with prospects, the more they will give you the feeling that they want to join. When this feeling is apparent to you, start listening and let the prospects buy the product. They will talk themselves into buying. The more experience you have in recruiting the more effective your sales presentation becomes and the more times prospects will sign themselves up.

Since most of us are not experienced recruiters when we start in the Jaycees, our recruiting efforts do not always turn out as neatly as described in the previous paragraph. Here are some hints to ensure the sale.

The Question Close

If you are unable to bring about the desire to join or are unable to recognize it, stop your presentation and ask prospects if they would like to join. Phrase the question any way you would like. *“Would you like to become a member now? Can I count on you to join? Will you be paying your dues in cash or check? Help me fill out this application for membership.”* After you have asked the question, stop and listen. It has been said that in any closing the first person to speak loses the battle. By waiting out prospects, you have given them a choice. They can say yes or no, or ask you another

question. They will present you with another objection or, more likely, repeat the statement of hearsay. If they ask a question, answer it as briefly as possible and always restate the question, *“Will you join our chapter?”*

The Lead-up Close

Many recruiters use this method all during their presentations with good results. Whether you use it in the opening, the pitch, or the closing, the method is the same. Phrase your questions so that the prospect has to answer yes. *“Isn’t it great that the Jaycees help out youth/ senior citizens? Don’t you think Jaycees have helped the member I told you about who is now the president of the bank? Wouldn’t more Jaycees be able to do more _____ for the community?”* As your questions progress, lead prospects toward the inevitable decision to join. *“Jaycees do good things, don’t they? A Jaycee chapter has a lot of impact on the community, don’t you think?”* The more yes answers prospects give, the more positive they become about the Jaycees, which will, in turn, make their decision to join easier.

Keep right on phrasing the questions so that they will respond yes and lead up to these final questions. *“Isn’t there a lot of good to be done by Jaycees? Have I given you many of the benefits to joining Jaycees? Don’t you think Jaycees are good for the community? Aren’t Jaycees good for the individual? Wouldn’t you like to join? Will you pay your dues today?”* As you ask these questions in the close, speed up your questioning. As you are questioning and they either say yes or nod, you do the same. When you get to the question, *“Would you like to join?”* they may not do anything. Just keep right on asking the serious of questions. Many times they will go through the motions of signing and paying dues simply because you suggest it.

The entire process causes them to agree to joining and helps keep their minds off negative factors they could think of. Instead, they concentrate on the positive. You put them into a position where they have to vote for something as opposed to voting against something.

The Quick Close

Sometimes prospects will have a knack for confusing the issue or you seem to get all caught up in the details and forget about the concept. No matter what the circumstances, you want the prospect to be a member when you leave. The best way to avoid this situation or to get out of it is to ask this question, *“What will it take to get you to join?”* This question eliminates lots of unnecessary conversation. The prospect once again is faced with a simple decision – either join, or state an objection or condition. You are faced with an even easier choice – collect the dues, answer the objection, or meet the condition. If prospects state an objection, they have given you their only reason not to join. When you answer that question satisfactorily, all you need to say is *“Congratulations for being the newest member in the Jaycees.”* If the prospect states a condition and you can reasonably meet that condition, do so. Once the condition is met, you have just recruited a new member.

The Turn Down

A word should be mentioned about a flat no from a prospect. Many recruiters become discouraged because they fail on the first attempt. Don’t even consider

discouragement. When you get turned down, read back over this selection. You may get turned down for some very legitimate reasons. Those are not personal failures for you. Your prospect's personality and yours might not be compatible. All that means is that you are not experienced enough to handle those situations yet. It has nothing to do with your success or effort. Sometimes, after your best shot, prospects won't jump to join. They may not have leadership to recognize the opportunity you are offering them. Just keep coming back, they will eventually see the light.

Whatever the reason for the turn down, don't make prospects angry. They will always be potential members until they get too old. Put their names in your reference file and call upon them again. If you antagonize them, they will not join and will discourage anyone else from joining.

Conclusion

Your one-on-one recruitment efforts will be more and more productive as you experience the situations in this manual. You will become more observant of the prospect and less concerned with the proper steps. You will run into other situations not listed in this section, but you will also develop your own style of recruiting. But regardless of the style you like, recruiting will not happen nor will it become easier unless you try it.

GROUP RECRUITMENT

Group recruitment involves recruiting several prospects at once. Generally, group recruitment is done as a membership night for your chapter or when starting a new chapter. The principles are the same for each. This section does not deal with how to get the prospects to the meeting. There are a variety of methods to accomplish the goal (see Appendix B for ways to get a prospect to a meeting). Regardless of the method you use to get prospects to the meeting, your best results are gained by:

1. Specify by name the prospects and who will invite and/or bring them to the meeting.
2. Contacting the prospects several times before the meeting day with more information.
3. Having the M-Night or Extension Chairman follow-up with the Jaycees several times to encourage them to invite and bring as many prospects to the meeting as possible.

The Meeting Place

One: if this is a "new place" to meet, inspect the meeting room. Have the meeting in a room that fits the number of people who will be at the meeting. If anything, have it too small. The meeting place should create an atmosphere that will encourage people to talk to each other. By having more people than space, you will force prospects and members to speak to each other. The worst situation is one that has four times more space than people. Members and prospects tend to spread themselves to the far corners of the room. All of this causes both members and prospects to get into their own little groups.

Two: “The meeting room should be free from noise other than that caused by your meeting. Sections of a restaurant or bar are generally unsuitable. Separate rooms in restaurants or bars are good provided they don’t have piped-in music or contain the main washrooms.

Three: Have the meeting at a place familiar to everyone or at least easy to find. It is hardly encouraging to prospects if the directions to the meeting place are so complicated they have to have a street commissioner interpret them, only to find after he arrives that it is the back door, not the front door, both of which are locked.

Four: Be on time to open up. Thirty minutes in advance gives you time to unlock and re-inspect the meeting room and set up chairs, creed banner, flag etc.

Five: If you need a public address system, get one – then test it. Sometimes it’s better to have none, than to have an amplifier that distorts your voice. Remember, even if you test it, you are probably in an empty room and it will sound different than with a room full of people. If the windows rattle, your public address system is suitable.

Six: Set the chairs close to the head table or podium and close together. People have a tendency to sit in the rear of the room, especially prospects. Your first couple of rows, therefore, are empty. Try not to sit too many chairs in a row. If they cannot get in the back of the room, prospects will try to sit along the edges out of the speaker’s vision. You may want a “special” seating arrangement for prospects or you may instruct your members to sit in the middle front rows with their guests.

Seven: Refreshments - many chapters use refreshments as a means to get people to the meeting. It should not be necessary, but if that is the only way, use it. A word of caution: if you have a social half an hour before the presentation, make sure it is just a half-hour (if you serve alcoholic beverages, also offer non-alcoholic beverages.). It is very difficult to hold their attention if the social part lasts too long. You run the risk of one or two prospects becoming argumentative and putting other prospects in a mood not to join. The best plan is to have your social after the meeting along with something to eat and a specific closing time. There is no need to go to great expense; chips, pretzels, cookies etc are common.

Greeting The Prospects

There is much debate over which methods are the best for making the prospect feel at home and welcome. You can have official greeters, name badges for each prospect and member, free gifts, a receiving line, etc. In your attempts to make guests feel a part of the group, you may well make them feel “singled out” and cause them to withdraw. Always ask yourself, “*How would I like to be treated?*” A “staged” show is not always as good as you might think.

When greeting individuals, make them feel that you are honestly glad they came. Let them feel like they are in control. Don’t grab their hands and shake them like they are your long lost brother or sister. Just a firm, short handshake will do. Speak in your normal tone of voice. Do not assume the role of leadership too quickly. Let the prospect lead a little, your turn to lead comes later. Introduce them like this: “*This is a long time good Jaycee, John Smith. John, would you show (prospect name) around and introduce our other members?*” By doing this, you have done three things. First, you have cleared yourself to greet other prospects. Second, you have given a member an opportunity to be assigned to the prospect. Third, the prospect now knows another person to talk to.

Many prospects have been made to feel like there were 300 members and 3 prospects in the room - the vultures waiting for the game to stumble. The fewer Jaycees evident, the better. Remember the last clothing store you went to and three salespeople attached you before you got your hand off the door. Let the prospect feel his way around a little. A good way to make it appear there are fewer Jaycees is to have them doing something instead of standing in groups along the wall looking over their shoulders at the prospects. By assigning a Jaycee to a prospect, you have moved prospects and members into one group.

Your speaker(s) can serve a very valuable role during the arrival and greeting of the prospects. Have them mingle with the prospects, talking and learning names etc. This gives prospects an advantage from their point of view. They have a personal relationship with the speaker, however short. Thus, prospects will feel as though the speaker is directing comments to them. The speaker will also get an over all view of the attitude of the prospects. The speaker will be able to mention some names of the prospects or tell a short story about one of them. The overall effect makes the prospects more comfortable and brings them a step closer to joining.

The Program

The main concern of any program at any meeting is length. Not everyone will have that ability to hold a group spellbound for hours. Since you may or may not know the ability of your speakers, remember if they are good they will be good for a short period as well as a longer period. If they are not the spellbinding type...at least the presentation will be short. *If at all possible, keep it to 30-40 minutes for a membership night and 45-60 minutes for an extension, both with a short question and answer period.* Of course, the more speakers you have, the more time you will probably use.

Most M-Night presentations, as well as Extension meetings are too detailed for the prospects to understand, and because of the complexity, lessen their desire to join. You want to talk to them in terms of benefits to them and the Jaycee philosophy of leadership training and community development. Your full orientation comes after they are members.

Your chapter's activities need to be mentioned, but only the most notable in each area of Business, Individual Development, and Community Development. You could say, *"Our haunted house project served 1000 people and brought in revenues of \$3000 which we used to provide Thanksgiving baskets to 20 families in need, and a Christmas Shopping Tour to 50 underprivileged children. The 37 Jaycee members who worked on these projects thoroughly enjoyed them. We would like you to become a part of next year's projects."*

Give a brief rundown of state level and above activities and programs, as well as the services available at those levels. Remember when they join, they belong to the local chapter, the state, the US Jr. Chamber and Jr. Chamber International. Mention programs that you can explain by using proven results. For example, *"Our national partnership with the American Cancer Society inspired chapters all over the country to raise \$500,000 for the Relay for Life."* As opposed to, *"Our national priority projects raise a lot of money for a lot of great causes."*

A short personal testimony is also important; a personal statement of how the organization has been of benefit to you. Be specific but be honest. It does not have to be

a complete turnaround of your life, although it is very common. Just a simple example of something you can do now or do better than you could before you got actively involved. If you can, try to relate it to a situation they have just faced at the meeting. A good one and most always true of any Jaycee is: *“I used to feel awkward when meeting someone I had never met before. I could not remember their name or think of anything to say. Because we Jaycees do a lot of handshaking and introductions, I have learned to handle that problem. I am not perfect, but I am a lot better. I remember talking with (mention a prospect by name) right before the meeting, and (Prospect) likes to (mention a hobby or interest you talked about).* Any short and simple illustration of individual improvement that has meaning to the prospects is far more effective than a perfect outline of you or your chapter’s activities.

The Start

When to begin the meeting becomes important from the standpoint of the prospect. *Situations will differ, but the time to start the meeting is when everyone has run out of conversation and starts to wonder why they are here.* If you wait too long, the prospects will become inattentive or will have too much social hour. If you start too quickly, prospects will feel rushed and pressured. Keep watching the prospects. When more than half the group stops looking at individuals and starts watching the group, or when the conversation roar dwindles, start the meeting. If the meeting was scheduled to start at 8:00 don’t go beyond 8:15 – the closer to 8:00, the better. You must consider the early arrivals as your best bet to join or they wouldn’t have shown up early.

The Opening

Once you decide to start the meeting, *start the meeting.* Ask the members and guests to find chairs. Since Jaycees are notorious for being slow to take their seats you must start the meeting as opposed to repeated calls to find a seat. Say this: *“I call this meeting to order. Please find a chair and stand while John Smith leads us in the Pledge of Allegiance.”*

Most speakers will want to tell a joke to break the ice and make everyone feel comfortable. In lieu of a joke, the speaker may tell of an incident involving one of the members present. You can count on one hand the number of times the speaker has been successful with his joke or incident. *Some Jaycees have a knack for telling a story. If that is the case – tell the story. If not, don’t.* Keep any story short, humorous and timely. What do you think of a story that is not only too long and boring, but in the end is not humorous or meaningful?

To open your sales presentation, welcome the guests, tell them briefly of what you will talk about and what you expect to happen. It is important to let the prospect know the course of events. It plants a seed in their minds that will grow as the presentation moves along. For example, *“On behalf of the _____ Jaycees, I would like to welcome you here. I would like to speak to you about the benefits of belonging to our chapter. By the end of the evening, I hope you will become a member. If you have any questions during the presentation, please ask them.”* Your opening should take five minutes or less depending on the length of your story, if any.

The Pitch

The main part of your speech can be determined only by you. The important part of the text is how you give the speech. You must sell yourself as you progress. The prospects must trust the speaker for the night to be successful. Anything you can do to show honesty and sincerity will speed up the process. If you can show the guests that you understand what they are going through, you can get on a personal level with them and gain their trust quickly. You might say, "I can see that each of you feels like I am selling you a used car in perfect shape. The only question you have is when will I help you push it off the lot. Well, don't feel like that if you can help it. Jaycees is a good deal for you and I am motivated to get you started in an organization that will be helpful to you. So, excuse me if I sound like I am pressing you to join. After you hear the benefits, there will be no real reason not to join." Such a statement allows prospects the opportunity to drop their guard a little. By taking down their defenses you allow room for the little hints to join filter in, like "...*there will be no real reason not to join.*"

Be sure to give them an opportunity to think about your statements concerning Jaycees. Pause occasionally and ask if there are any questions. By doing so you have created an atmosphere in which they are not being bombarded with facts, figures and projects to the point of confusion. You have also given them the chance to participate, which will give them the feeling that you are not selling, but that they are buying. Once again you have gained more of their trust.

Your "pitch" should last from 10-20 minutes depending on how quickly the prospects respond to you. As you go over the benefits to them, shoot down the myths, rumors and other obstacles to joining. Say things like this: "*Each year we have five big socials in our chapter. We invite our friends, community and anyone else who wants to come. Now, I know lots of people think that all we do is party. What they don't realize is that just to put on those socials requires 25 people to work. We make a little money on the socials that we have earmarked for playground equipment for the school, plus it is a chance for the chapter to give the members a treat for working so hard. You don't hear many complaints about office parties, but we are a little younger so some people are skeptical about our work.*"

During the pitch watch the prospects. There will be several who are obviously enjoying the presentation and have been "sold" on Jaycees. The more faces that appear that way, the closer you are to closing. You may want to refer to them personally to reinforce that type of reaction. If one of the prospects is really on the edge of his or her seat, ask, "*You would like to join right now, wouldn't you?*" or, "*This one wants to join right now.*" Should you get an unfavorable reaction to that, just say, "*It's ok, you weren't supposed to join yet, I'm not finished.*"

During the pitch and the following question and answer period, there will be an occasional argumentative person. This prospect can upset your presentation if you do not handle the situation correctly. There is no need to avoid or ignore this person. Other prospects will sense it and the trust you have gained will be lost. Many speakers will stay away from the confrontation out of fear. Jaycees is a good product; you have to be honest, sincere and trustworthy. If the prospect confronts you with a question you cannot answer, you have not lost anything. As a matter of fact, you have demonstrated a very common human trait which will enhance your image with the other prospects.

Your image is damaged if you strongly disagree with the guest or if you make up a weak answer. The best rule to follow is to call on one of the positive prospects, or the grinner, the one ready to join. Ask for that prospect's opinion on the matter. For every negative reply you receive call on two positive ones to counteract. Most negative thinkers do so because they enjoy the recognition of their viewpoint. Do not encourage their behavior by letting them dominate the conversation. If all else fails, say to the prospect, *"I think this is a question we should look at on a personal basis after the meeting for those who want to discuss it further."*

The Closing

The closing should last from 10-15 minutes depending on the number and interest of the prospects. Most speakers never know when to close, so they continue on and on waiting for the right moment. Because of this tendency, you are better off closing sooner than you think you should, to keep prospects' interest. Even prospects know when the presentation should be over, regardless of whether or not they are buying the product.

The first part of the close should be a summary of benefits to the prospects and reasons they should join. To keep the prospects moving toward the decision to join, start asking them questions that will normally require a yes answer or a positive response of some sort. For example, *"Isn't that a direct benefit to members?" Doesn't the Haunted House project involve lots of people? Being able to effectively express yourself is helpful isn't it?"* As you ask those questions, nod your head as if to answer your own question. Observe the prospects. Some will be nodding in agreement with you. Start talking a little faster and use shorter sentences. This approach will produce a sense of urgency in the prospect's mind.

The next step is open it up, officially, for questions. Many speakers choose not to do so, but again, what is there to fear? In keeping with the policy of honesty and sincerity you cannot afford to leave out the chance to ask questions. You have sold yourself, offered the Jaycee product in such a way as to have their complete trust. They, more than likely, will have some questions. If there are questions, they will be like the objections encountered in one-on-one recruiting. Merely use the same method as you would one-on-one to turn objection into a selling point. The question and answer period will be relatively short, 3-5 minutes.

The one question that must trigger you to close the sale completely is the question of how much it costs to join. There are two theories on the question of dues. Once is that the speaker should mention dues early in the presentation with an exact accounting of amounts; who gets them and what they are spent for. The other theory holds that the speaker should wait until the question comes up, answer in the same manner, using it as a clue that the prospects are ready to join. Either way is suitable. Inevitably, at the close, the dues question arises whether you have explained it to them or not.

Handle the question with ease. In most cases money is not a consideration, but if you give the appearance that you are unsure, prospects will feel like their money will not be well spent. Explaining the dues structure and where the money goes is generally a sufficient answer. You may want to use some humor. In answer to the question of how much the dues are say, *"\$100 for a year, but for you – promise you won't tell the State President – tonight only, I will let you in for \$(actual dues amount)"*. The humor does two things. First, it eases everyone's tensions. Parting with one's money always seems

to be a tense moment; therefore, anything to ease the changing of money from the prospect's hands to the chapter treasury is helpful. Further, by exaggerating the amount of the dues and then reducing it to a smaller amount, effects of the prospect's subconscious. The price does not seem nearly as much as it could be when the prospect compares the actual cost to the \$100 you originally stated. In spite of the fact that each prospect knows full and well that you were joking, they will still consider it a buy. Once of the best answers for the dues question is found in the one-on-one recruitment "Recruiting Individuals" section of this manual entitled, "I Can't Afford To Join". By relating what the cost actually means to the prospect's checkbook, the dues do not become a factor.

One final note on the question of dues. In all but rare cases, if prospects are convinced that the product is good and meets their needs, price will be no object. Isn't that true with any product?

Now that your summary of benefits is over and you have had the question and answer period, it's time for the asking. Start asking rapid-fire questions that require positive answers. Ask several, 5-10 will be enough. The last question is, "*Is there anyone who does not want to join tonight?*" By asking questions that require positive answers, you have helped solidify their thinking. They think more on a positive level and, therefore, are inclined to put aside objections that have little merit and join.

After the question to join, assume they all will. Pass out applications, pens, pencils, or other needed items to each prospect. The speaker should mingle with the prospects as much as possible; after all, that's who they trust. Talk as you go through the rows of prospects, asking if they have a pencil or need an application. After 4-5 minutes, return to the front of the room, thank them for joining and announce the next meeting or new member orientation. Check to see how many prospects have not signed up. After you close and the meeting is over, take one of the new members with you and talk with each prospect who has not joined. Let the new member convince him and use one-on-one recruiting methods.

Even though the M-Night has been successfully completed, your job has not ended. You should follow-up with all the guests at the meeting. A letter or phone call within 2-3 days to new members as well as those who did not join will encourage them to become involved.

Use this section of the manual as a guide to your M-Nights. You might consider going through this section with the members or the M-Night Committee at one of your regular meetings. This will help the members accomplish your recruitment goal and give them a feeling of being a part of the event.

Conclusion

The importance of Recruiting new members for your Jaycee Chapter cannot be overstated. This manual is a tool to help you with the mechanics of recruitment. It alone will not produce any members to carry on Jaycee work. As is the case with every Jaycee project, recruiting must have people to put this information to use. Growing membership needs the same dedication, persistence, leadership and quality that has made your chapter what it is today (for ideas on motivating other Jaycees to recruit, see Appendix C).

If you have seriously read this manual cover to cover, there is no reason for you not to recruit. All of the obstacles have been overcome. Take your new recruiting skills and do the following things:

1. Make a list of 5 prospects.
2. Visit each of them with the determination to sign them up in your chapter using the information in this manual.
3. Ask each prospect to join.
4. Ask each of the prospects for a name of another prospect.
5. Bring each new member you sign to the next meeting.

If you have completed these 5 steps and still are not convinced you should recruit new members, fill out the statement below and forward it to your State President. Upon receipt, your statement will receive a personal response to your question/concern.

Name: _____

Email: _____

Phone: _____

Check one: State Officer Chapter President Local Officer Local Member

Years in Jaycees _____

**I have read the entire Jaycees Recruitment Manual and cannot recruit because:
(state all reasons):**

APPENDIX A

Sample Agenda For Membership Night (M-Night)

7:00 Set up Committee Arrives

7:30-8:00 Arrival of guests. Social. Speakers mingle with group.

The Start

8:00 Call to Order

8:05-8:10 Invocation, Pledge of Allegiance

The Opening

8:10-8:15 Introductions of Speakers and Head Table. Optional introduction of guests and members.

8:15-8:30 Welcome and purpose of meeting by Chapter President. Brief outline of Chapter's activities. Personal testimony by past or present Jaycees.

The Pitch

8:30-8:40 The main speaker gives the presentation. Time will vary depending on size of group.

The Closing

8:40-8:50 The main speaker asks guests to be a member. Applications are filled out. Dues are collected. Time will vary depending on size of group.

8:50-8:55 Thank you from Chapter President

8:55-9:00 Jaycee Creed

9:00 - One-on-one recruitment for those who have not joined. Socialize with new members.

APPENDIX B

Ways to Get a Prospect to a Meeting

One: *Invite a dignitary to speak at your meeting.* (Use lots of publicity.) Invite the mayor, local legislator, a sports celebrity or a panel of politicians, etc.

Two: *Provide all the prospects with something free* - Example: a free chili supper, casino night, beer, films, steak fry, dance, outside barbeque, family picnic or give each prospect a free chance to win a raffle. Give a weekend at a resort to the 30th prospect to walk in the door.

Three: *Host a sporting event between the prospective members and Jaycee members.* Example, softball or basketball game, trap shooting, hunting event, card games, have an indoor putting contest. Have a one-handed outdoor putting contest or a golf tournament.

Four: *Rent a bus and pick up prospective members all on one night.* Put a sign on the bus; publish what you are going to do in the paper or on radio.

Five: *Provide a service for the prospects*-mow lawn, rake leaves, paint room, etc. One Jaycee recruits, the others perform the service.

Six: *Have police arrest prospects ... and ask the prospect to join.* Have Jaycees, with their chapter's shirt on, to do the recruiting. You may have to recruit a policeman first.

Seven: *Set up telephone campaign ...* 5 Jaycees call same prospects within one hour on the same night all asking them to join - the last caller asks them if anyone has asked them to join lately.

Eight: *Get pictures of a group of prospects* and make a "Most Wanted Poster" to hang around city.

Nine: *Kidnap kids/spouse of prospect ... treat them to meal or movie* while you treat the prospect to a beer or soft drink and sign them into your chapter.

Ten: *Run large newspaper ad ... Special Sale on Jaycees ... this week only,* etc. Offer Jaycees at a regular dues price, list the major activities of your chapter. Make the ad just like any sales ad.

Eleven: *Big Wheel* - Put a Big Wheel tricycle into a local supermarket and give away free raffle tickets. On the application, have a space for the parent's name and address and when you get the raffle tickets, you simply have additional names of prospects to contact to invite to "M" Night.

Twelve: *Haunted House Greeter* - Greet people as they go into the Haunted House (or other project). Then as they come out and are excited, hand them something to take home with the compliments of the Jaycees. Also talk to them about what your chapter is doing in the community and ask if they would like to help.

Thirteen: *Sporting Events* - Hand out applications to prospects at local sporting events with a special invitation to a meeting.

Fourteen: *Welcome Wagon* - Present each newcomer to your city with a packet of Jaycee material. Be sure to include meeting schedule and personal invitation to come to meeting. All with an offer to help get the new family settled.

APPENDIX C

Ways to Motivate Jaycees to Recruit

One of the best motivators is to use the Passport to Leadership program provided by the U.S. Jaycees. In addition here are some creative ideas for other incentives. Many of these depend on your connections in the community, but they should spark some ideas.

Awards for your best recruiter at no cost

One: *Free lawn care for a month, paint room in house, re-sod lawn, etc. All done by the Board of Directors.*

Two: *30 Jaycees for a "home" work day at the winner's house.*

Three: *President chauffeurs winner for a week or President becomes maid for a day.*

Four: *Cater a dinner for member and family at his home - each member of Board of Directors brings part of meal.*

Five: *Personal visit from state president, mayor, state or national legislator, governor, etc.*

Six: *Winner becomes mayor for a day or has his choice of occupations for one day.*

Seven: *Free ambulance rides, police patrols, etc.*

Eight: *Immunity from parking tickets for a week or free parking space downtown.*

Nine: *Arrange with member's boss for a day off - paid.*

Awards for your best recruiter that cost.

One: *Dinner or theater tickets for family of recruiter, free trips, weekend at a resort, hunting trips, tickets to football games, raffle tickets.*

Two: *Tank full of gas for car, pay utility bill for one month, free car tune-up, oil change, groceries, side of beef, beer, liquor.*

Three: *Pay one month's dues, or registration to State or National Convention.*

Four: *Discounts from various stores for recruiters.*

Five: *Free dinner with local dignitary.*

Six: *Gifts - personalized welcome mat; gift certificates from U.S. Jaycee Sales Catalog, merchants, etc.*

Seven: *Card from State or National VP, or National President.*

Recognition for your best recruiter.

One: *Plaques/ certificates, to be given to the recruiters of the month/quarter.*

Two: *Use the U.S. Jaycee recruitment awards. (Information is found in Awards Manual at www.usjaycees.org).*

Three: *Headtable seating at meetings and other events for best recruiters.*

Four: *Picture and feature article about the winner in local paper.*

Five: *Announcement in recruiters' church bulletin of his success.*

Six: *Design your own "Special" certificate for recruitment.*

Seven: *Prepare a special flyer to add to your newsletter recognizing the best recruiters.*

Eight: *Present a Recruiter of the Month award to the top 3 recruiters.*

Nine: *Ask the mayor to write a letter to your best recruiter thanking him for his efforts.*

Ten: *Feature your recruiter as Jaycee for the Day on radio station or on cable TV.*

Contests, Incentives and Activities to Aid Growth.

One: *Team competition among members - new members vs. old members, Board of Directors vs. members etc. The winner determined by the most members recruited.*

Two: *Send newsletter to all eligible prospective Jaycees.*

Three: *Design a door-to-door project and call on only eligible prospects. Example: providing sand for sand boxes at eligible member's house.*

Four: *Use National Membership Awards - Promote the /National awards programs. This includes the contests and pins/patches for membership.*

Five: *Losers to contests must wear embarrassing costume to meeting, take pie in the face, provide winner with free dinner, etc.*

Six: *Adjourn during the middle of a meeting and send everyone out to bring a prospect to meeting.*

Seven: *Run a newspaper article with all details of your chapter with picture of prospect being sworn in.*

Eight: *Have a membership booth at all projects.*

Nine: *Place sign at all completed projects or at all uncompleted. Example: "Jaycees at Work-Inquire Within."*

Ten: *Christmas or Special Holiday greetings from members of the chapter to prospects ... Easter egg hunts for prospect's family, etc.*

Eleven: *Paint membership goals of the chapter on the side of a prominent building, rent a billboard, etc.*

Twelve: *Rename a street in town after a Jaycee or Jaycee chapter.*

Thirteen: *Designate a prospect as the "Secret Prospect." The Jaycee who signs that prospect gets the prize ... can be in area of town that has no Jaycees.*

Fourteen: *Have a Regional or District "M" Night. Invite all the chapters, publicize in all newspapers, etc.*

Fifteen: *Bring state officers in to help on one-on-one recruiting.*

Sixteen: *Have a scavenger hunt for all occupations of prospects and bring them to meeting. The team with widest variety of occupations wins.*

Seventeen: *Application in Pocket - Issue an application to all members. Fine each member a quarter at the next meeting if they do not have an application or a member signed up.*

Eighteen: *Project Pass-out Sheet - Make a list of all the projects your chapter does with a one or two sentence explanation. Also, have a membership application printed on the back. Then give a few to each member to aid him in his efforts.*

Nineteen: *Marble in Pocket - Issue a marble to all members, the larger the better. They must carry it all times to remind them to sign up new members. If they don't have it, they receive a quarter fine at the next meeting, or have to buy a drink for the person catching them without it.*

Twenty: *Dart Board - Fix up a dart board with one, five, and ten dollar bills taped to it. If you bring a guest you get to throw one dart. If you sign up a new member you get two throws. Whatever the dart hits you get to keep.*

Twenty-one: *Super Star Competition - Set up criteria for being a superstar by using Passport to Leadership forms as a guide. Give extra credit for bringing in new members.*

Twenty-two: *Old Ladies Dress or Toilet Seat - These must be worn at meetings until you bring in a new member. Then it is passed on to another Jaycee. Fine the member for not wearing the item.*

Twenty-three: *Hospital I. D. Bracelet - Issue one to each member. They must wear it until they sign up a new member. Issue at least three times and save the old ones in a bowl for display at membership meetings.*

Twenty-four: *Exchange 'Can't Gets' - Have all members write down the names and phone numbers of people that they have talked to about being a member but can't get to join. Get at least four names and exchange them with other members.*

Twenty-five: *\$10.00 Pot - Meet with six members in the early evening. Have each member put \$10.00 in the pot. Go out and sign up new members and return in two hours. Points awarded for applications and money. One point for each application and two points for each application with money. Member with most points gets the pot.*