CHAIRMAN’S PLANNING GUIDE

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| **Chapter Name and Number:** | Alexandria, #2 |
| **State Name and Number:** | Virginia, #45 |
| **Project Name:** | Letters to the Troops |
| **Project Chair and Contact Info:** | Lesley Kipling, kiplinle@hotmail.com |
| **CPG Category:** | Community Development |

**PLANNING**

**1. Primary purpose.**What is the one reason you want to successfully run this project? Be sure to write only **ONE** reason!

The primary purpose for this project is to write letters to the troops serving overseas.

**2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project.**

At the September chapter meeting, we will have Halloween cards for members to sign; these cards will then be sent to troops overseas. Members will pick up a card, write a supportive message and then deliver the cards to a designated member as they leave the meeting. The cards will be sent, along with a care package of Halloween candy, to a medical unit serving in Iraq.

Briefly describe what this project is all about. Please include the Pin nacle Award area in which the project falls, for example “This project falls under the Community Services Pinnacle Award Area of the Community Development programming area of the 1995–96 Seattle Jaycees Chapter Plan. Then, write a couple of paragraphs about this project, why it is being run, history of the project, what you hope to achieve, etc. Be sure to describe where the idea came from, how it was determined that this project was needed.

***The goals for this project are as follows:***

Make sure your goals are quantifiable, measurable. Example: To involve 20 Seattle Jaycees.

A goal like “To have fun” won’t work however. How will you determine if this goal was actually met, how will you measure it? Surveys are very helpful in quantifying subjective types of goals, as well as ones that measure change, e.g. whether participant learned anything, changed their behavior, etc.

GOAL 1 To send at least 30 cards to troops.

GOAL 2 To involve 25 members in the project.

**3. What are the specific manpower assignments?**

Show here that there are as many people involved as possible. Jaycee involvement is a good thing! Please put addresses & phone numbers in whenever possible. Please don’t put Seattle Jaycees Headquarters address or phone number.

Amy Tenhouse - Chapter President

703/216-0230; president@alexjaycees.org

Responsible for all Chapter activities; and oversees the smooth operation of the chapter.

Diana Karczmarczyk – Community Development Vice President

cd\_vp@alexjaycess.org

Assigns a Director to oversee the Project Chairperson; keeps the Executive Board aware of the progress of the project, and helps out as needed by both the director in charge and project chair.

Lesley Kipling - Project Chair

kiplinle@hotmail.com

Writes the CPG; plans the project; recruits the necessary volunteers; promotes the project to the membership through project flyers, website and listserv; runs the project on the day of the event, saves all documentation on the project; and completes final CPG in book format.

Sally Schroeder

Membership\_vp@alexjaycees.org

Sally will bring and collect the cards at the meeting. She will deliver to Lesley at Run/Walk Club.

**4. What specific materials, supplies, and resources will be required?**

* Halloween Cards
* Candy
* Stamps
* Pens
* Flyers(Materials, supplies, and/or resources that will be needed to accomplish this project include both donated and purchased supplies. Try to think of everything, it will help you avoid last minute problems. To use these tables follow these guidelines:
* •Use the mouse to place an insertion point in the first cell that you want to type in. A cell is the square surrounded by dotted lines that your text fits in. Each cell has a dot that shows where your type will go.
* •As long as you keep typing in a cell, text will automatically wrap when necessary (e.g. if you have a long list of supplies in the first column like the “Office Supplies” sample shown).
* •Move from cell to cell in a row by pressing the TAB key.
* •Add lines to a cell (like an address that you want to put on 2 or 3 lines, by pressing RETURN.
* •Move to the next row down by using the down arrow key, or tab from the last cell in a row (on the right).
* •There is a “Cost Reference” sheet in the forms bins at headquarters that lists costs for standard purchased and donated items that will help you plan your budget.
* \*Give a value for all items, both planned to purchase, and donated. Use the donated items cost sheet for help with donated items. Give it your best guess if it is an unusual item. What would it cost if you had to buy/rent/create the item?
* List supplies/items here Where do you plan to purchase Always put an estimated
	+ these supplies/materials? cost. Use our cost

 reference sheet for ideas.

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**5. Describe the potential problems and solutions to successfully complete this project.**

EXAMPLES:

 Potential Problem Poor weather.

 Solution Plan possible alternate poor weather date, or alternate locations.

 Potential Problem Lack of attendance.

 Solution Use chapter communications tools: phone calling committee, newsletter, fliers, etc. to notify the membership and prospective members.

 Potential Problem Too few committee members to accomplish necessary tasks.

 Solution Project chair should attend as many chapter events (GM, M6, etc.) as possible to recruit committee members face to face. Start promotion and planning in plenty of time. Use chapter communication tools.

 Potential Problem: Not enough members to sign the cards.

Solution: Some members may have to write notes on more than one card.

Potential Problem: Someone may write an inappropriate message on a card.

Solution: The project chairperson will review the cards and messages before sending.

**6. Complete a Proposed Budget indicating all anticipated income and expense.**

Look back at the items you listed in question # 4 and include them. Itemize your budget as much as possible. This will help your committee members, supervising officer and staff members to troubleshoot, to make sure that you haven’t left things out. Brainstorming and itemizing every anticipated budget item will help you avoid budget overruns later. The grand total under income should match the grand total under expenses.

**Proposed Budget for Letters for the Troops Project**

**Expenses: Proposed Costs**

Halloween Cards $10.00

Candy $20.00

Postage $20.00

Pens $2.00

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List supplies/items here Where do you plan to purchase Always put an estimated

these supplies/materials? cost. Use our cost

 $5.00

**TOTAL $57.00**

**Revenue: Proposed Revenue**

Chapter Appropriation $30.00

Member Donation $27.00

**TOTAL $57.00**

TOTAL EXPENSES and TOTAL INCOME should be the same - this will produce a balanced budget!

Re. tickets & admission fees: you should account for anticipated tickets/admission income, and complimentary (free) or discounted tickets you will give away and to who they will be given. It is chapter policy to invite the state president, state vice presidents, District 2A Director and Region 2 Director and offer free admission if they RSVP by a set date.

**7. List the specific steps to bring this project to a successful completion showing planned dates for each step.**

Don’t forget to include the dates you begin to write your CPG questions #1–7, get approval for, and complete your CPG questions #8–10. Put the dates you came up with the idea for the project, and how it all came about. You don’t have to be totally accurate with these dates, that’s what question #8 is for! Do try to be realistic though, and you’ll be better prepared for your project.

*Date Projected Activity to Accomplish Planning*

9/14 Submit preliminary Chairman’s Planning Guide for approval.

9/15 Submit information for Constant Contact.

9/15 Post on website, Facebook, and Meetup.

9/21 Send flyer to members.

10/12 Complete Chairman’s Planning Guide and submit for final approval.

**IMPLEMENTATION AND EVALUATION**

**8. Record any revision of the original plan.**

How this question is answered is up to the individual. Here are some suggestions that you might like to follow:

**1.** Keep a chronological account (a journal) of the activities for the project. Record every revision to your original plan as a special input. In other words, review question #7 and account for any unplanned activities that played into the project.

**2.** Keep a list of actual contacts with names, titles, addresses, etc. and place this in a separate section of question #8 of this CPG, so that future project chairs can start their planning with your contact/resource list.

**3.** Keep an account as members (not previously planned) join the committee and the responsibilities that they take on. This is an area often forgotten and can be very important to the future of the project.

These are suggestions for a format style which could be better than just a chronological listing of unplanned events that took place. This question will not look anything like question #7. They are only asking you to record any revisions—they are expecting this to show actual dates of activities. Most projects, no matter how well planned, are usually running late or waiting for others to report, etc.

*Date Description of revision*

N/A

Additional committee members that were used to make this project a success:

Name Amy Tenhouse

Address president@alexjaycees.org

Phone 703/216-0230

Duties: Promoted event

**Committee Member**

Name Sally Schroeder

Address Membership\_vp@alexjaycees.org

Phone 703-407-9577

Duties: distributed cards for members to sign

**9. What changes or recommendations do you have for a future chairman?**

Take this opportunity to discuss the good, the bad and the ugly . . . Remember that every project has many sides to it. Running projects and completing the paperwork is not just a waste of time, but an opportunity for growth and development of leadership skills. Future project chairs will be able to use your planning guide to help them run a successful project. Help them learn from your successes and your mistakes.

**10. Give specific and measurable results for each goal established. Describe the impact of this project on the chapter, individual members and the community. Evaluate your primary purpose.**

Restate your primary purpose and describe just how well the project met it. Then restate each of your goals and evaluate them here. You can just copy, then paste your primary purpose, and goals from questions #2 here, then add a result line. Results can be evaluated by percentage. For example, if one goal was to have 25 people attend, and 50 actually attended, you can say you met that goal by 200%.

Primary Purpose: To send a Halloween care package to a unit deployed overseas that included cards and candy for individual soldiers.

Result: A care package was sent to a medical unit in Iraq showing them support from the Alexandria Jaycees.

Goal 1 To send at least 30 cards to troops.

Result: 32 cards were sent.

Goal 2 To involve 25 members in the project.

Result: Approximately 20 members participated in the project. Some individuals wrote multiple cards in order to reach Goal 1.

Use the areas below to describe the impact that this project had on the individual, the chapter, and the community. This is where you will show how the project was a success for the chapter, the community and you, as the chairperson, or for an individual involved in the project. Let this area tell about the success and the benefits of the project. There are some, or you wouldn’t have gotten this far with this project.

**INDIVIDUAL**

**CHAPTER**

The chapter had the opportunity to recognize the soldiers serving overseas and to make the soldiers aware of the Alexandria Jaycees and our dedication to community service.

**COMMUNITY**

This effort aided soldiers from across the U.S. who are serving in Iraq. It demonstrated that their efforts are not forgotten and provided a moral boost and some holiday cheer while they are far from home.

 **Complete an Actual Financial Statement. It should include proposed and actual income and expenses.**

**Expenses: Proposed Costs Actual Costs**

Halloween Cards $10.00 $18.35

Candy $20.00 $15.00

Postage $20.00 $14.00

Pens $2.00 $0.00

Flyers(Materials, supplies, and/or resources that will be needed to accomplish this project include both donated and purchased supplies. Try to think of everything, it will help you avoid last minute problems. To use these tables follow these guidelines:

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these supplies/materials? cost. Use our cost

 $5.00 $0.00

**TOTAL $57.00 $47.35**

**Revenue: Proposed Revenue Actual Costs**

Chapter Appropriation $30.00 $18.35

Member Donation $27.00 $29.00

**TOTAL $57.00 $47.35**

TOTAL PROPOSED INCOME and TOTAL PROPOSED EXPENSES figures should be the same. TOTAL ACTUAL INCOME and TOTAL ACTUAL EXPENSES figures should be the same - this will produce a balanced budget!