**Templates Awards National Convention 2017**

**Award Category**

* Best Local Growth and Development Program

1. **Basic Information**

*Language :* Dutch (as we are a local organization based in Flanders, Leuven)

*Project :* Membership recruitment and members guidance

*Root cause :* Decline in the number of members over the last year(s)

*Purpose :* The “membership recruitment and members guidance program” of JCI Leuven aims for 2 goals: ’the **recruitment of new members** (starting with an information session for the newbies showing interest in JCI Leuven) and a **members guidance program** aiming to keep current members active and engaged’.

*Start date :* June 2016

*End date :* July 2017

*Target :* all members of our local organization and newbies.

Sd goal: reduced inequalities

*Development stage:* established growth

Overview: see below

1. **Strategic Plan**
2. *What were the main objectives of the program?* 
   1. Undertake the necessary actions in order to attract newbies by inviting them to an information session which give them a first impression about JCI and if they have a click with the concept. After this they will be guided towards candidate membership and a godparent will be chosen to help them find their interest within our commissions package. Finally, we will do the necessary follow-up, make sure they find their spot within our group in order to make them active members within our local organization.
   2. We also undertook actions in order to avoid outflow of our active members.
3. *How does this program advance the plan of action of the Local Organization ?*

The year theme of our local organization was “Let’s Grow Together!”. With this theme we wanted to advance the “growth” of each “individual member” (each in their own personal development) and of our organization as a whole. This program was the “source” of the plan of action of our local organization.

Each month we had an award for the best (candidate-)member of the past 4-weeks. This person was chosen based on their actions to let our organization grow (good working ethich within a commission, helping out on one of the events of JCI, doing most trainings,ect). We offered this active member an award in the form of a “watering can”, completely fitting the theme : “Let’s Grow Together!”.

1. *How does this project advance the JCI Mission and Vision?* 
   1. JCI Mission: as we recruit young active citizens towards our local organization we gave them the chance and the opportunity to create positive change.
   2. JCI Vision: in order to achieve the goal of attracting and retain members we help JCI to be the leading global network of young active citizens.

1. **Involvement of the Local Board of Directors and Members**
2. *By number, how many members were involved in this program?*

As all members were involved (in the guidance program), all “36” members (this is the most objective counting of heads by July 2016 (of our members), officially 40 have been announced to JCI Belgium. However, 4 of them were only “candidate”members, but in the board. Many others were on the list, who decided in August 2016/September 2016 to go to another local chapter or stopped with JCI (due to personal or professional reasons)… In fact, from our “members list” in July 2016, only **29 members were active and paid their members fee** for the year 2016-2017. We had as a local organization a legacy… The past year we needed to change urgently in order to recover our strong position as a local organization of >25 members. We had a huge challenge!

During the year we **pinned 7 as new active members** and **9 candidate members** were in the list to become soon a member. We could have pinned 2 more (if they were present during the GA of June 2017).

As a whole: **45** newbies, candidate members and members were involved in the program!

1. *By percentage, how many members were involved in this program?*

If we take 29 as the basics of our “members”, and equal to 100%.

The above reasoning, taking also into account our candidate members and newbies, we have 155% involved in this recruitment and retaining program of our local organization.

1. *How many Local Board members were involved in the project?*

All of them were involved. The board members are the ones who needed to give the good example. The best thing you can do as a board is leading by example.

However the one who was most involved was our responsible person for “member acquisition and member retention”, Lauren Vos. She has performed her job with excellence the past year. This will be explained more in the next points (methods of implementation).

Lauren invited board members to the organized activities in order to stress the importance of dedication to JCI to the newbies. They were often flattered being able to talk immediately with the president and other board members. It gave them the ambition to be in the board of directors themselves someday and see all the opportunities possible within JCI (Leuven).

1. **Methods of Implementation**
   * 1. *What methods and/or activities were used to grow and develop the Local Organization?*

Many methods were used. First of all we organized a “**take-a-friend**” **event**, which will be repeated this year. Every member could bring a friend/family member to have dinner and a drink afterwards. An informal moment leads often to good insights if JCI is something for the interested friend or not…

As a newbie announced him/herself, Lauren took immediate contact with the person. She assembled all of them at an **information session**. At this moment other members/board members were present to share experiences (from first hand). Lauren also gave a brochure with all necessary information of our local organization. The info session was often followed by an immediate invitation to a “**fun event” or the general assembly** of our local organization. At the GA, newbies get a **godmother/godfather** who needed to guide them through JCI Leuven and beyond! Also, Lauren stayed the first point of contact if there were any difficulties finding their spot within a commission of the organization. The fact that there was always someone to contact gave some great feedback from the new candidate members as they felt at home quite fast. Further, we stimulated the participation to events outside JCI Leuven, like trainings, conferences and parties… This typical flow of our members acquisition program is the key to success!

Furthermore, our member responsible, Lauren, contacted each and anyone of us before the GA to assure that a maximum of our members would be present. If they doubted, she convinced them often ☺

Lauren was always “there” for JCI Leuven (wherever that might have been) and always available for our members! The example of leading by example!

On top of that, we also “connected” to AIESEC, partner of JCI Belgium and also from JCI Leuven. Inviting them created a nice spirit! Will definitely be continued.. basics for later.

* + 1. *Which method/activity was the most effective in recruiting new members ? Why ?*

**Bringing friends** to activities organized by our local organization was succesful. A good introduction is key.

**Updating website, posting on social media, website**,… as most of the interested persons contacted us through our social media channels.

* + 1. *Which method/activity was the most effective in developing current members ? Why ?*

This year we focused a lot on the “happiness”/”fun” factor within our local organization. We organized with an average of once a month an activity especially for our members only (and often possible to be accompanied with their partner/kids).

On top of that, we organized trainings in order to be “motivated” and a session about “stress and burn-out”. The last one was a huge success in order to get in touch with non-JCI people. An ideal way to make JCI familiar within our target group (20-40 year olds). This way we wanted to give our members the necessary tools to be motivated and to avoid negative impact of stress…

We also had a questionary in order to find out what the “temperature” was by our members in December 2016 (half way of the year). That way we could bring people together with same interests in order to brainstorm over new projects! Of the projects give them some new drive in their JCI-life!

1. **Results achieved**
2. *By number, how many new members were recruited by this program ?*

As mentioned above: 7 new members were pinned in 2016-2017.

9 others are candidate-members for this year (of which 2 have been pinned already in September) ☺

1. *Which objectives did the program achieve ?*

This year we start September 2017 with effective 36 members ☺ which is 7 more than the past year. So, there is definitely “growth” that has been achieved.

1. *What was the most important outcome of this program ?*

This program works because when newbies first get into contact with JCI, they already get a lot of info about what JCI stands for and what they will be able to do and manage within our organization. During the info session many of them already make the decision if JCI is something for them or not… The fall out ratio after being to a GA is very low because of this: ‘if there is not a click with the organization, the newbies already know this after their info session’. This way no energy is spilled on people not really fitted for JCI. Conclusion: fewer people interested that go to their first GA, but all of them with a lot of JCI potential ☺

1. **Long-term Impact of the Program**
2. *What is the expected long-term impact of this project?*

This new year (2017-2018), we started by pinning 2 new members! More will follow in the coming months. The connection we made with AIESEC also will provide growth opportunities for the future. Those people need to know about JCI in order to join our marvelous organization in the future..

1. *What changes would you make to improve the results of this project?*

I definitely would keep the way of working. What could be improved is going out ourselves and go make some noise out there (f.i. Alumni KULeuven, … )

1. **Images**











