

# SINGLE PROJECT ENTRY (SPE)

## Category Definitions

*Projects must be submitted using the Project Management Guide (PMG) for state, national and international recognition.*

### Classification of Projects

Since all Junior Chamber projects provide opportunities for members to enhance their potential, it can be difficult for a chapter to determine how best to classify a project in their Business Plan. When planning a calendar of events for the year, a chapter should determine the purpose of each project that is suggested in order to ensure that meaningful programs and events are included into the chapter's plan of action for the year. Once the purpose of the project is determined, the project is grouped under the Area of Opportunity that is best reflected by that purpose. Grouping projects and events into Commissions and Areas of Opportunity will allow the chapter to then identify any areas that are “missing” from their business plan, thus keeping them from being a well-rounded chapter.

**Remember:** Commissions are simply a “helpful tool” for a chapter to use while planning events and projects and when writing their annual Business Plan. Commissions and Areas of Opportunity should **not** be confused with **Awards Categories**, which are used to **classify projects** into groups in order **to be judged** against other projects from around the United States. Any references to Commissions through the remainder of this document are used as planning and information resources only and should not be considered when assigning a project’s award category.

## Single Project Award Categories

Based solely on its primary purpose, each Single Project Entry must be placed into one (1) of the following nine (9) award categories for judging.

### ***Local Economic Development Program***

Programs conducted with the goals of creating, increasing or improving business and economic opportunities and/or productivity in the local community. Also includes strategic planning projects and programs conducted to raise funds to pay for the operation and expenses of the local Jaycee chapter. (NOTE: The PMG’s primary purpose must state that the money is benefiting the chapter – not a charitable donation.) Projects that obtain positive recognition for the chapter, or establish, maintain or improve a favorable relationship between the chapter and the public would also fall under this category.

- *Project Examples:* Chamber of Commerce involvement, How to Start Your Own Business, investment clubs, speakers from successful local companies, How to Write a Project Management Guide, planning needs and analysis, record keeping, Board retreats, short-term and long-term planning, Haunted House, parking cars, raffle, running a County Fair, Press Releases, Distinguished Service Awards, Parades, Pageants, Newsletters, Websites, Marketing or public relations training
- *Area of Opportunity:* Business
- *Business Plan Commissions:* Strategic Planning, Business Opportunities, Financial Management, Marketing and Public Relations
- *Previous Award Categories:* Business Development, Ways & Means Fundraising, Public Relations

### ***Inter-organization Collaboration Project***

Projects conducted to provide benefit to chapters and their members from collaborating with members of other USJC and JCI organizations. Local chapters can increase their impact by working together with other organizations. This category also includes some projects conducted for state Jaycee, USJC and JCI emphasis programs.

- *Project Examples:* Twinning, Outstanding Young Farmer (OYF), any collaboration between region, state, USJC or JCI chapters. (NOTE: PMG’s primary purpose must state if the project is a state Jaycee emphasis program if it not obvious but the name. ex: To raise money for the Nevada Jaycees’ state priority project the Las Vegas Children’s Home.)
- *Area of Opportunity:* International

- *Business Plan Commissions:* International Involvement and State, National and International Junior Chamber Involvement
- *Previous Award Categories:* Community Development, International Development, Youth Activities

### **Local Personal Skill Development Program**

Programs conducted that further the USJC Mission by creating development opportunities for young people to create positive change and developing the skills of individuals. This category also includes projects that provide social opportunities (chapter activities), as well as family involvement opportunities for chapter members and their families.

- *Project Examples:* Time Management, Public Speaking, Family Day at the Zoo, New Member Orientation, How to Deal With Difficult People, a speaker explaining the principles of Buddhism, Putt-Putt Golfing, Movie Night, Passport to Civic Leadership, How to Change a Flat Tire, Chapter Awards
- *Area of Opportunity:* Individual
- *Business Plan Commissions:* Personal Development, Professional Development, Chapter Activities and Membership Retention and Activation
- *Previous Award Categories:* Individual Development, International Development

### **Local Growth and Development Program**

Programs conducted that aim to grow the United States Junior Chamber in order to create development opportunities for more young people in their community. This category includes member recruitment, and recruitment drives to establish new chapters or save existing chapters.

- *Project Examples:* M-Nights, Door-to-Door Membership Recruiting, Growth Week Activities, Chartering a Chapter
- *Area of Opportunity:* Individual
- *Business Plan Commission:* Membership Retention, Growth and New Chapters
- *Previous Award Categories:* Membership Recruitment, Individual Development

### **Local Community Empowerment Program**

Programs conducted that are designed to promote or improve the quality of life for people in the community and assist with community needs and also extend the USJC Mission. Included in this category would be projects that raise funds for non-Jaycee programs and charities in the local community and for children and youth which promote and encourage their involvement in activities and/or the learning of personal and leadership skills. Government involvement in all areas of the local, state and national governmental process, plus projects designed to provide the education of laws and governmental processes would be in this category. Also included in this category are projects conducted to improve the natural world, especially the preservation, management and care of natural and community resources.

- *Project Examples:* Game Night at the Senior Citizens Center, holding a How to Buckle in a Child Seat event, Model Legislation, Get Out the Vote, Meals on Wheels, Political Debates, Blood Drive, collecting canned food for the local food pantry, working at a homeless shelter, Adopt-A-Highway, planting trees in a park, phone book recycling, Easter Egg Hunt, reading to kindergarteners, Kid Care fingerprinting, a youth leadership weekend for high school students, T-ball tournament, summer soccer league, raising money to help a local person get a kidney transplant, holding a car wash for the domestic violence shelter, collecting coins for the Ronald McDonald House, selling raffle tickets to raise money to help a local dance troop to compete at out-of-state finals a fund raiser for a camp for children supported as a “emphasis” or “priority” project by your state (ex: Camp Virginia Jaycee)
- *Area of Opportunity:* Community, International
- *Business Plan Commissions:* Community Service, Community & C46r4Children and Youth, Government and Civic Involvement, International Involvement and State, National and International Junior Chamber Involvement
- *Previous Award Categories:* Community and Charity Fundraising, Community Development, Environmental Development, International Development, Youth Activities

### ***Long-term Local Community Development Program***

Projects and programs run over a period of more than one year to improve the community and extend the USJC Mission. Similar to the “Local Community Empowerment Program” category, but duration of project would be different (greater than one year).

- *Project Examples:* See “Local Community Empowerment Program” award category
- *Area of Opportunity:* See “Local Community Empowerment Program” award category
- *Business Plan Commissions:* See “Local Community Empowerment Program” award category
- *Previous Award Categories:* See “Local Community Empowerment Program” award category

### ***Local Corporate Social Responsibility (CSR) Program***

Programs that further the UN Global Compact’s Mission to promote and spread the values of Corporate Social Responsibility (CSR). CSR is about how a business takes account of its economic, social and environmental impacts in the way it operates-maximizing the benefits and minimizing the downsides. CSR has acquired prominence in recent years due to increased global awareness as regards corporate citizenship and environmental footprints. CSR as a concept has been embedded in several countries through various regulatory measures that compel businesses to adopt stringent measures so as to avoid pollution, treat effluents, prevent reckless use of scarce resources and to avert the mistreatment of employees and the customers alike.

- *Project Examples:* See JCI Website for additional information
- *Area of Opportunity:* Business, Community
- *Business Plan Commission:* Business Opportunities, Community Service, Strategic Planning
- *Previous Award Categories:* Business Development, Environmental Development

### ***Best Local OMOIYARI Project***

Projects run by JCI Local Organizations that contribute to and promote lasting world peace.

### ***Local United Nations Millennium Development Goals (UN MDG) Project***

Projects that are specific to the goals listed, that work with the United Nations Millennium groups. At the Millennium Summit in September 2000, the largest gathering of world leaders in history adopted the UN Millennium Declaration, committing their nations to a new global partnership to reduce extreme poverty and setting out a series of time-bound targets, with a deadline of 2015. These targets have become known as the Millennium Development Goals.

- Goal 1: Eradicate Extreme Hunger and Poverty
- Goal 2: Achieve Universal Primary Education
- Goal 3: Promote Gender Equality and Empower Women
- Goal 4: Reduce Child Mortality
- Goal 5: Improve Maternal Health
  
- Goal 6: Combat HIV/AIDS, Malaria and other diseases
- Goal 7: Ensure Environmental Sustainability
- Goal 8: Develop a Global Partnership for Development

**NOTE:** Projects that fall into the UN MDG category will be located under various Areas of Opportunity and Commissions in your Business Plan, depending on which of the eight goals is targeted. For the best examples of UN MDG projects, log on to the JCI Website at [www.jci.cc](http://www.jci.cc) and find the heading “Programs.” Choose the option “Awards” from the drop down menu. On the Awards Home Page, select “Previous Winners” in the left-hand column. If you have difficulties, contact the National Awards Committee member assigned to your state or the National Awards Committee Chair.

## Some tips for determining how to classify chapter projects

- First determine a **single** main purpose for conducting a project or event. The project or event should be classified under the Commission and Area of Opportunity that relates **specifically** to that **one** purpose.
- A fund-raising project must be classified in the Award Category according to whom the funds raised are benefiting: the chapter or a charitable cause. Under **no** circumstances should a project have the primary purpose of raising money for **both** the chapter **and** a charitable cause. Choose one (the chapter or a charity) as the **primary** recipient of the funds (thus indicating under which category the project should be classified) and make it one of the **project's goals** to also provide money to the second cause.
- Remember **training courses** specifically held in Public Relations, Marketing, writing Project Management Guides (PMG's) and strategic planning (both long and short-term) should be placed in the **Business Development** award category because you are developing specific business skills. (Specific business skill trainings should not be placed in the Individual Development award category.)
- State emphasis programs or priority projects are classified under "State, National and International Junior Chamber Involvement" commission, and are judged under the "**International Involvement**" awards category. If not indicated as a state-supported program, a judge may think it belongs in the Community Service, Community Fund-Raising or Youth Activity categories
- **Remember: Jaycees from other states will be judging your projects.** You and everyone in your state *know* what your state's "emphasis" or "priority" projects are. However, many judges from other states may not realize this is a program "adopted by" and supported by all the chapters in your state. Thus, **unless you specify** in your Project Management Guide that this is a **state-supported** or **state-run project or program**, a judge may think that your project was submitted for judging under the wrong category and thus may not rank your project as high when judging your entry.
- Another thing to keep in mind regarding Jaycees from other states judging your projects: Even if it is a long-running project for your chapter and everyone in your state knows it by name, be sure to consider that the judge may not be familiar with your project or even any project of its type. Be sure to give a solid explanation of the project's concept and its history in your Project Management Guide.
- **Commissions** are simply a "**helpful tool**" for a Chapter to use while planning events and projects and when writing their annual Business Plan. They will help a chapter create a balanced and well-round plan. Commissions should not be confused with **Awards Categories**, which are used specifically to **classify projects into groups** in order **to be judged** against other projects from around the United States.
- The U.S. Jaycee Awards Categories are very similar **but not identical** to the categories used by JCI for judging awards on the International level. (For example, on the International level all projects that raise money are grouped together into one Awards Category.) Some project winners from the U.S. Junior Chamber may have to be placed into a different category to be judged Internationally.