



Step 1: Make the Referral List.

- Gather names of people aged 21 - 39 (ask current chapter members, business leaders, and community leaders for names of prospective members).
- Bring a few phone books to a chapter meeting. Divide the attendees into teams and reward the team that identifies the addresses and phone numbers of the most people from the list with prizes.
- Utilize the Prospecting Game in this section of *The Book*.

Step 2: Use the Referral List.

- Ask the Mayor for a letter of recommendation and endorsement for Jaycees (see sample letter in this section of *The Book*).
- Identify a location that has multiple phone lines and arrange to use it one week on Monday, Tuesday, and Thursday evenings.
- Type the Chapter President's congratulations letter on chapter letterhead for each prospect on the list from step one and have the Chapter President personally sign each one (see sample letter in this section of *The Book*).
- One week before the calling begins, mail a packet containing a congratulations letter and mayoral letter to each prospect on the list from step one.
- Plan to run an article in the local paper about the Jaycees, the chapter, and its projects the same week of mailing.
- Have a minimum of six people committed each night of the calling week. Two people call the prospects and two teams of two people visit the prospects.

• The Phone Call:

1. Introduce yourself.
2. Explain to the prospect, "You have been referred by _____. They thought you would be an excellent Jaycee. Are you familiar with the Jaycees?"
3. Briefly talk about the Jaycees.
4. Ask if someone may deliver a membership pamphlet that evening and explain that the visit will only take a few minutes.

• The Visit:

1. SMILE! Introduce yourself.
2. Ask questions of the prospect such as, "Where do you work? Do you have a family? What do you do in your spare time?"
3. Talk about the Jaycees relating activities in the local chapter to the prospect based on answers received from the questions asked in the previous step.
4. Ask the prospect questions that they will have to answer "YES" to such as, "Do you think we need more activities for children? Would you like to learn to manage your time better?"
5. In closing, ask the prospect to join, complete a membership application, and pay first year's membership dues.
6. Ask for referrals such as friends or coworkers the prospect would like to see more often.
7. SMILE! Shake the prospect's hand and congratulate them on joining. Tell them where and when the next chapter meeting or project will be held and offer to pick them up.