

S.O.A.R.

Senate Outreach • Activation • Retention

"Every Senator Has Wings. S.O.A.R. Helps Them Fly."

Instead of making this just another membership initiative, We want to make this a **national movement** that celebrates participation, relationships, and first-time experiences. **HAVE FUN!!!!**

National Goals

Outreach Goal

- Every Senator personally contacts 3 inactive Senators.
- Every state creates a "Welcome Back" outreach team.
- Reach 460 inactive Senators nationwide & Activate.

Activation Goal

- Increase attendance at state, regional, and national events by 10-15%.
- Encourage every active Senator to bring one new or inactive member to an event and/or social on a local level, state and national level.

Retention Goal

- Contact every new Senator within 30 days of joining.
- Pair every first-year Senator with a mentor.
- Recognize states achieving 90%+ membership retention.

National Convention Goal

- Increase first-time National Convention attendees by 25%.
- Have representation from every state.
- Celebrate every first-timer publicly.

Lost Senators

- Every state give 1 Senatorship to a Lost Senator = 46
 - 1 x 46 = 46 NEW Lost Senators!!!
 - Activate the lost senators

Operation 460

A nationwide outreach initiative.

Goal:

Each state contacts 10 inactive Senators.

46 states × 10 contacts =

 460 personal outreach conversations

Not emails.

Not social media.

Actual phone calls and personal connections.

Recruit one experienced Senator from every state.

Their mission:

- Welcome the senator back to the organization
- Invite senator to a local social event ~ then invite to state event ~ Regional Event ~ National Event
- Connect inactive senator with an active senator
- Check in quarterly
- Help members find opportunities to serve
- Activate the Senators

This builds retention and leadership succession.

S.O.A.R. Challenge Between States & Regions

Friendly competition.

Points awarded for:

- First-time attendees @ National Events
- New Senators
- Retained Senators
- Foundation support
- Wreaths Across America participation
- Wheel Chair for Kids participation
- Community service projects

- Jaycee Events
- Visitations to other states & regions

Recognize:

-  Most Improved State/Region
-  Highest Retention State/Region
-  Best First-Timer Experience
-  S.O.A.R. State of the Year/Region

The "First Flight" Program

This will become the signature S.O.A.R. initiative.

First Flight Passport

Every first-time National Convention attendee receives:

-  First Flight Passport

They collect stamps throughout convention:

- Registration Form
- National Business Meeting attendance
- Exec Mtg attendance
- Foundation Event Attendance
- Awards Banquet Attendance
- Friendship Event Attendance
- Training Session Attendance
- Meet a National Elected Officer
- Meet a National Appointed Chairman
- Meet a Senator from another state
- Enjoy hospitality

Completed passports enter drawings for:

- Gift cards
- Senate merchandise
- Early Hospitality

"Passport Across America"

First Timers receive a passport.

Challenge:

Meet Senators from all 10 regions.

Get signatures from different states.

Prizes for:

- 10 states
- 20 states
- 30 states
- All regions
- Signatures to meet senators that are veterans, active jaycees, 1st ladies and past 1st ladies.

This immediately creates friendships and breaks down cliques. Hear amazing stories.

Gives a great 1st time experience.

**Winner in Topeka will be given a traveling trophy. They will be encouraged to bring the Trophy to Greensboro to hand off to the next winner. The Winner from Greensboro will be encouraged to bring to Year End in Lancaster. This will assist with activation and retain the senator.

"No Senator Flies Alone"

Every first-time attendee at a National Event is adopted by a veteran Senator.

Before Convention:

- Welcome call
- Introduction email
- Answer questions

At Convention:

- Sit together
- Introduce them to others
- Help them navigate events

After Convention:

- Follow-up call
- Encourage next involvement
- Encourage activation and involvement within your state and continue to mentor the new senator

This directly supports:

- ✓ Outreach
- ✓ Activation
- ✓ Retention

And most importantly, it builds friendships—the heart of the Senate.

*Continue to activate the new senator

ALL Senators take photos with their Eagle ~ ALL Year: Post on State/Regional/National Facebook Page (points will be given for the following but not limited to) AND send photos with info to me. My information is at the bottom of the document:

- At state meetings
- Traveling (In & Out of the country)
- Volunteering
- Recruiting
- Attending conventions
- Visiting landmarks
- Visiting other states & regions
- Who you connected with
- Jaycee events
- 🦅 Which S.O.A.R. pillar you supported
- 🦅 What state you're representing
- Be sure to identify the photo with senator name, number and what event you are attending or where you are traveling.

Monthly Senate Spotlight ~ sometimes an individual ~ State ~ Region.

Year End National Recognition (State & Regional)

🏆 Golden Eagle Award

Highest overall participation

🏆 First Flight Award

Most first-time National attendees

 Phoenix Award

Greatest membership growth

 Wings of Friendship Award

Outstanding outreach effort

 Soaring State Award

Best overall S.O.A.R. program

NEW SENATORS INFO NEEDED

***please send to me immediately after the presentation**

***We want to recognize the new senator publicly**

- Information Needed:
 - Name
 - Senate #
 - All contact information
 - mailing address
 - phone number
 - email address
 - State they are a senate member of
 - Photo of the Senator receiving their Senatorship
 - A few sentences of why they became a Jaycee ~ what they love about the organization and what is their greatest accomplishment.
- Email to: Angie Taylor ~ angiewedekind2010@gmail.com
- Call with Questions: Angie Taylor ~ 803-315-6976

****Watch Facebook on S.O.A.R. Saturdays & Freshmen/1st Time Senators on Sundays**

****E-News**

****E-mail**

****US JCI Senate Website**

****Mentors**