



TOWN HALL MEETING 3

framing your message / branding your chapter

WHY STRONG BRANDING IS IMPORTANT

1. _____
2. _____
3. _____
4. _____
5. _____

LET'S FIGURE IT OUT

CHAPTER MISSION: Write 1 sentence that speaks to the **purpose & reason** for your chapter

CHAPTER VISION: Write 1 sentence that speaks to the overarching goal that you hope to have a hand in accomplishing through your chapter

TARGET AUDIENCE: Write a few words that describe your target chapter member. BE SPECIFIC (*no, you don't want "anyone who wants to join!" – be selective and clear*) (ex. "entrepreneurs", "business owners", "socialites", "driven", "community-minded")

1. _____
2. _____
3. _____
4. _____
5. _____



BELIEFS/VALUES: Write down a few words that represent your values and what you believe as a chapter. (ex. "We believe everyone has a responsibility to give back", "committed to professional growth & individual development)

1. _____
2. _____
3. _____
4. _____
5. _____

DIFFERENTIATION: WHAT SETS YOU APART

In order to attract members regardless of your location or local level of activity, it is critical you know exactly what sets you apart from the rest of the other "young professional" or "service" groups out there.

What differences do you see between your JCI chapter and every other group?

1. _____
2. _____
3. _____
4. _____
5. _____

WRITE YOUR NOTES & INSIGHTS HERE AS IT RELATES TO BRANDING & FRAMING YOUR MESSAGE:

THINGS TO REMEMBER

1. _____
2. _____
3. _____



YOUR ASSIGNMENT

Fill out this handout if you haven't already. Then, schedule a time to talk it through and compare notes with your chapter. Print out a new handout and write the results of that meeting! That will be the basis for shifting your brand messaging going forward.

Sign up for individualized growth session with Caitlin (a few spots left!) to go into greater depth on branding, recruitment, and all things JCI GROWTH.

Head to JCIUSA.org/GenerationWHAT to learn more.

NEXT TOWN HALL MEETING: WEDNESDAY, APRIL 21st @ 7PMCT

TOPIC: ENGAGING MEMBERS OF ALL GENERATIONS

