



TOWN HALL MEETING 1

our challenges and our target member

THE REASONS WHY

WRITE YOUR NOTES & INSIGHTS HERE AS IT RELATES TO THE CHALLENGES YOU ARE SPECIFICALLY FACING IN YOUR CHAPTER.

GEN Z KEY CHARACTERISTICS

WRITE YOUR NOTES & INSIGHTS HERE REGARDING THE TYPICAL GENERATION Z CHARACTERISTICS.

YOUR IDEAL MEMBER / TARGET

You joined our Town Hall meetings because of a specific problem you're having in your chapter. This problem is likely related to a WHO – a person or target that we aim to reach or understand better throughout the year. As we get started, we need to be specific in the way we think about the ideal member that we are targeting, aiming to engage, or hoping to retain. Otherwise, it becomes difficult for you to put this information straight into action.

Write a bit about your **ideal** target now. This could be the Gen Z'er you want to join your JCI chapter, or the Gen X'er you want to help grow in your chapter.

[Include things like age, gender, personality, traits, work ethic, demographic details]



OUR 2021 GOALS

TALK WITH YOUR LEADERSHIP TEAM AND WRITE **AT LEAST** 3 GOALS FOR YOUR CHAPTER AS IT RELATES TO MEMBERSHIP (I.E. RECRUITMENT, ENGAGEMENT, RETENTION, ETC.)- BE **SPECIFIC!**

EXAMPLE: "JCI Dubuque chapter will gain 10 new members by November 1st, 2021.
"JCI Palatine will retain 90% of all chapter members in 2021 by trying 3 NEW ideas for engagement."

- 1.
- 2.
- 3.

Aim to have this assignment completed by the next meeting, February 17th at 7pmCT!
See you then!

