

# Chairman’s Planning Guide (CPG)

<b>Chapter Name:</b> Central Carolina Jaycees	<b>Chapter #:</b> 0900	<b>State Name:</b> North Carolina	<b>State #:</b> 32
<b>Project Name: Santa Letters</b>			
<b>CPG Category:</b> Management		<b>Supervising Chapter Officer:</b> Shannon Shuey	
<b>Chairperson’s Name: Shannon Shuey and Rebecca Johnson</b>			
<b>Address:</b>			
<b>City:</b>			
<b>Home Phone</b>		<b>Work Phone:</b> N/A	
<b>Fax:</b>		<b>E-mail address:</b>	

**PROPER USE OF THE GUIDE:** Good advanced planning and record keeping will assure success. Use this guide in planning and conducting the project by answering each of the following questions. The form should be used as a cover sheet to the Chairman’s Planning Guide.

**PLANNING**

1. Primary Purpose. (What is the one reason to successfully run this project?)
2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project (Example: To involve 25 Jaycees.)
3. What are the specific manpower assignments? (Show names and duties.)
4. What specific materials, supplies and resources will be required?
5. Describe the potential problems and solutions to successfully complete this project.
6. Complete a proposed budget indicating all anticipated income and expense.
7. List the specific steps to bring this project to a successful completion showing planned dates for each step.

**IMPLEMENTATION and EVALUATION**

8. Record any revision of the original plan.
9. List solutions or recommendations for a future chairperson?
10. Give specific and measurable results for each goal established. Describe the impact of this project on the chapter, individual members, and the community.

\*Upon completion of the project, complete the actual section of the financial statement.

\_\_\_\_\_  
Date approved by Board/by Chapter

\_\_\_\_\_  
Date Final Report Approved

# Chairman's Planning Guide

## “Santa Letters”

### *Planning*

#### **1. Primary Purpose**

The primary purpose of this project is to have members of our chapter participate in a Santa Letter Ways of Means project.

#### **2. Give a brief description of the proposed project and background information. Follow this with a listing of specific and measurable goals to be accomplished by this project.**

#### **History Background-Chapter**

The Central Carolina Jaycees started this year off with \$1400.00 in our chapter funds. Our chapter’s goal for this year is to double our funds. Through this Santa we will be able to provide additional money into our chapters account.

#### **Santa Letter History Background:**

In the early twentieth century, both of Sandusky's major newspapers (the *Register* and the *Star-Journal*) published children's letters to Santa Claus during December. It might be interesting to note the differences between what children asked for then and what they do now. Based on the small sample of letters reviewed, in newspapers published between 1912 and 1920, among the most popular gifts children asked for were dolls, bicycles, oranges, candy and nuts. Few brand names were mentioned by the letter-writers. *It might be a little different today. Most letters were concise requests for presents, but some included brief descriptions of family members and requests on behalf of others.*

#### **Description of the Project**

When you were a child, remember the excitement of getting something in the mail? Now imagine... if that something was a letter from Santa Claus himself, in his handwriting, stating exactly why you were good this year and what you wanted for Christmas? The Central Jaycees will be giving boys and girls this excitement this year. The Central Carolina Jaycees will raise funds by selling Santa letters for \$4.00. Each letter will have beautiful embossed stationery, will be highly personalized, and have a P.S. message. The Central Carolina Jaycees will create the letters and ship them to the boys and girls prior to Christmas.

This project relates to the goals of The Central Carolina Jaycees as stated in our chapter plan, Community Development Programming in addition Business Area, to conduct 12 Community Projects and 3 Ways of Means project.

<b>Goals</b>	
<b>Goal A:</b>	To raise a minimum of \$100.00 towards chapter funds.
<b>Goal B:</b>	To involve 1 non Jaycee members.

<b>Goal C:</b>	To involve 3 Jaycee members.
<b>Goal D:</b>	To provide at minimum 50 letters to boys and girls in the United States.
<b>Goal E:</b>	To recruit one new member.

### 3. What are the specific manpower assignments?

#### President

Dana Kauffman

**Duties:** Ensure project goals are met; encourage members to participate.

#### Business Area

Shannon Shuey

**Duties:** Ensure project goals are met; encourage members to attend.

#### Project Co-Chairpersons

#### Business Vice President

Shannon Shuey

**Duties:** Ensure project goals are met. Prepare CPG; To get materials needed to create the Santa letters (letter, stamps and envelopes) and to make sure members, future members and roosters participate independently and at the event in selling the Santa Letters.

#### Central Carolina Jaycee Members

**Duties:** To Attend!!!

#### **Day of the Event:**

- Before the event we need members of this chapter to independently sell as many Santa Letters as they can.
- We need members to show up and help in the creation and mailing of the Santa letters.

#### Roster Callers

<b>Name</b>	<b>Phone Number</b>
Amber Dunigan	
Matthew Kaufman	
Rebecca Johnson	

**Duties:** The Roster Callers duties are to call everyone on the regular member roster, new member roster, and prospective member roster to inform them about the project.

<b>Committee Members</b>			
<b>Committee Member</b>	<b>Address</b>	<b>Home &amp; Business Phone Numbers</b>	<b>Notes</b>
Shannon Shuey			
Dana Kaufman			

**Duties:** The committee member's main priority is to get people to show up for the project and create the Santa Letters.

**Outside Contacts:**

- All Digital Company: 919-774-6324 (contact to order letters and envelopes)

**4. What specific materials, supplies and resources will be required?**

<b>Supplies</b>	<b>Quantity</b>	<b>Date Needed</b>	<b>Responsible</b>	<b>Donated/Purchased</b>
Santa Letters	200	12/10/07	Shannon Shuey and Dana Kaufman	Purchased: \$35.12
Envelopes	200	12/10/07	Shannon Shuey and Rebecca Johnson	Purchased: 45.17
Stamps	80	12/10/07	Shannon Shuey	Purchased \$32.80
Folders and Santa Forms	10 folders with 10 Santa forms in each	12/1/07	Shannon Shuey	Donated
Computer Ink		12/10/07	Dana Kaufman and Remax	Donated

**5. Describe potential problems and solution to successfully complete this project.**

<b>Potential Problem:</b>	Not enough members showing up to help.
<b>Solution:</b>	Continue to work on the Santa letters. It may take longer but if paced correctly and sent out a week ahead of time. Letters should arrive and be completed.
<b>Potential Problem:</b>	Children don't receive the Santa Letters they ordered.
<b>Solution:</b>	Mail the letters. If a person does not receive the letter apologize for the lost in the mail and refund the person their \$4.00
<b>Potential Problem:</b>	Not selling enough Santa Letters to cover the cost of the money we have borrowed from the chapter.
<b>Solution:</b>	This is a risk the chapter has to be willing to make. If all materials (paper, and envelopes) are not used this year they can be used in years to come.
<b>Potential Problem:</b>	Words are misspelled in the letter.
<b>Solution:</b>	Have several people in the chapter look at the letter to prevent grammatical errors.

**6. Complete a Proposed Budget indicating all anticipated income and expense.**

<b>INCOME</b>	<b>Estimated</b>
<b>Appropriation from Chapter:</b>	
<b>Santa Letters</b> \$4.00 a piece x 67(letters)	<b>\$269.00</b>
<b>Value of donated items (list):</b>	
<b><u>TOTAL INCOME</u></b>	<b>\$269.00</b>
<b>EXPENSE</b>	
<b>Santa Letter Materials</b>  Below is the price for each item. Multiple items will be bought: <ul style="list-style-type: none"> <li>• <b>Santa Letters</b></li> <li>• <b>Santa Envelopes</b></li> <li>• <b>Design/Layout of the letter</b></li> </ul>	<b>\$96.96</b>
<b>Stamps estimated amount (80)</b>	<b>\$30.00</b>
<b>Other Expenses</b>	<b>\$0.00</b>
<b>Donated Items</b>	
<b>Ink</b>	<b>\$40.00</b>
<b>Return to Chapter (profit):</b>	<b>\$102.04</b>
<b><u>TOTAL EXPENSE</u></b>	<b>\$166.96</b>

**7. List the specific steps to bring this project to a successful completion showing planned dates for each step.**

<b>Date</b>	<b>Time</b>	<b>Action</b>
11-30-07	5:00-6:00 P.M.	Shannon Shuey will make the folders and forms for the Santa letters to distribute to the members at the next meeting.
12-2-07	6:30 P.M	Shannon Shuey will present the CPG and project idea to the Board for Approval.
12-2-07	7:00P.M.	Shannon Shuey will hand out the folders and forms to the members that are willing to sell the Sanat letters.
12-4-07	5:00 P.M.	Shannon will create a letter the members can use to help in the selling of the newsletter. (in CPG)
12-15-07	6:00-7:00 P.M.	Shannon Shuey will collect all Santa letter forms that have been sold at the chapter meeting.
12-18-07	6:00-8:00 P.M.	Shannon Shuey and Dana Kaufman will meet at Remax to create the Santa letters.
12-19-07	6:00 P.M.	Shannon Shuey will mail the Santa letters at the post office.

## ***Implementation and Evaluation***

### **8. Record any revision of the original plan.**

- Original idea was to create several letter forms but due to time constraint members were only to give buyers one option.
- I thought this project was going to need a small committee but it only needed two people to create the letters.

### **9. What changes or recommendations do you have for a future chairman?**

- Start earlier! The chapter had an estimated two weeks to sell the Santa letters. Additional time may bring in more money to the chapter.
- Have 2-4 different letter formats. This will allow the buyer more choice in the design. It also helps the buyer if the letters are different so that if the buyer has more than one child they can have different letter formats.
- Try to get daycares in the community involved in the selling of the Santa letters. Putting this in the newspaper is expensive and schools you will have to get the letter approved by the Board of Education.

### **10. Give specific and measurable results for each goal established. Describe the impact of this project on the chapter, individual members and the community.**

<b>Goal A:</b>	To raise a minimum of \$100.00 towards chapter funds
<b>Result:</b>	This goal was met by 102%.
<b>Goal B:</b>	To involve 1 non Jaycee members.
<b>Result:</b>	This goal was not met.
<b>Goal C:</b>	To involve 3 Jaycee members
<b>Result:</b>	This goal was achieved by 200%.
<b>Goal D:</b>	To provide at minimum 50 letters to boys and girls in the United States.
<b>Result:</b>	This goal was achieved by 130%
<b>Goal E:</b>	To recruit at least one new member.
<b>Result:</b>	This goal was not achieved.

<b>Project Impact:</b>	
<b>Chapter:</b>	This project strengthened our teamwork by exposing the collective results of individual humanity. As it is evidence though this experience the Jaycee members went above and beyond the individual contribution and built an ongoing team atmosphere. Working as a team selling the Santa letters rendered individuals with the sense of belonging, personal accomplishments in correlation with improved skills and enhanced motivation in the possible contributions in the future. This project raised about \$100.00 for our chapter. This project is a great and easy project to run before Christmas.
<b>Individual:</b>	Each individual who participated and supported this fundraiser will have the warm feeling in knowing that they made many children smile this holiday. Through this project members and nonmembers have learned a different way in which to raise funds, and a new way in which volunteerism benefits individuals.
<b>Community:</b>	We helped to build the Jaycee image by showing that we not only raise money, but that we believe in making the families and children excited and happy this holiday seasons. We are showing our community that the Jaycees are a strong and active chapter by demonstrating to our community that working as a team renders individuals with the sense of belonging in addition to individual endeavors.