

## **SENATE OUTREACH ACTIVATION RETENTION (S.O.A.R.)**

The purpose of the Senate Outreach Activation Retention (S.O.A.R.) program is to promote fellowship among Senators and to encourage participation and involvement of Senators in USJCI Senate programs and projects in order to increase involvement along with the activation and retention of the members and non-members of the USJCI Senate.

The following activities will support the purpose of the S.O.A.R program:

- **First Timers Program**
  - Communication with all Senators prior to attending a national meeting for the first time
  - Encourage the fellowship and communication with other Senators at national meetings
  - Introduction to all Senators in attendance at Board of Directors Meeting
  - Recognition of all who participate in the program
  
- **New Senators**
  - Welcome communication to all within the United States who are awarded a JCI Senatorship throughout the year
  - Provide information related to the USJCI Senate National, Region and State organizations
    - Welcome letter from USJCI Senate President
    - Welcome letter from State Senate President where new Senator resides
    - USJCI Senate Constitution, Bylaws and Policy
    - Registration Forms to all scheduled National Meetings
    - History of USJCI Senate and State organizations
    - Contact information for national, region and state officials
  - Continual contact throughout the year to ensure the new Senators are receiving the information they need to grow their involvement in their State, Region and National organization
  
- **Outreach, Activation and Retention**
  - Reach the Beach
    - Encourage the visitation to local, region, state and national Jaycee and Senate meetings and projects via the solicitation of photographs of Senators involved in the functions
    - Photos must include a minimum of three Senators who are not elected officers of the USJCI Senate (officers may be included)
    - Sharing of photographs submitted to Senators throughout the country

- My Jaycee Story
  - Solicit Senators to provide a story about the greatest gift or impact they received from their Jaycee experience
  - Limit of 250 words per story
  - Stories to be shared with JCI USA and others within the USJCI Senate via the Mentors magazine
  - Short videos will also be accepted
  - Further information to come related to storage and sharing of these stories to Senators and Jaycees throughout the United States
  
- Support of the USJCI Senate JCI USA Liaison
  - Support of any programs or projects submitted or initiated throughout the year
  - Support of JCI USA local and state organizations

Send 'Reach the Beach' and 'My Jaycee Story' submissions to the S.O.A.R. Program Manager.

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**SENATE OUTREACH ACTIVATION RETENTION (S.O.A.R) 2020 – 2021 Program Manager**

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