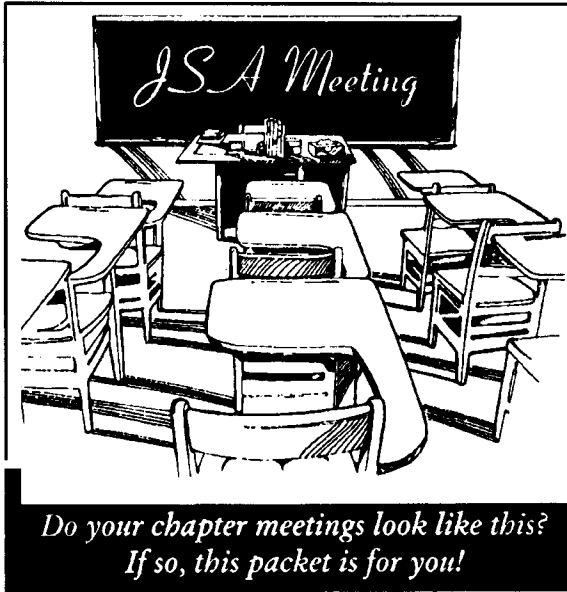


CHAPTER MEMBERSHIP DRIVE



The beginning of a new semester is the perfect time to hold a JSA Membership Drive at your school. Follow the steps in this packet and you can turn your chapter into a JSA Powerhouse! Here is your chance to bring new blood into your chapter and give it new life! If you are trying to increase your membership or if you are just trying to get your chapter off the ground, this packet will help you.

The key to this Membership Drive is a series of two or three meetings designed to attract and hook new members. This packet gives you a strategy for planning the meetings, publicity ideas, and activities to hold at these meetings.

Step One: Planning The Membership Drive

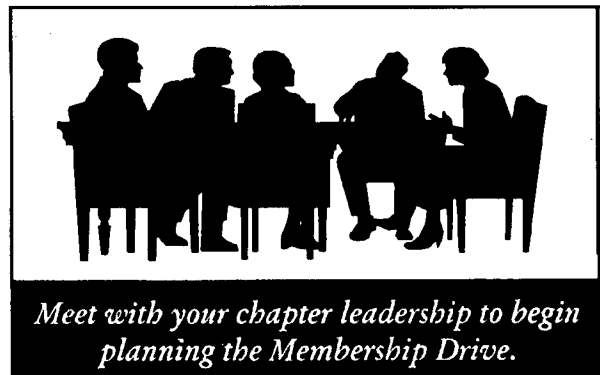
In order to be successful, your membership drive must be well thought out. Invite all key chapter officers and leaders to a meeting for the sole purpose of planning the membership drive. A successful membership drive takes a lot of work, so be sure to include chapter members who do not hold an elected office – all hands on deck for this project!

Set Your Plan of Attack.

Go through the methods listed in this brochure for publicizing and organizing your New Members Meetings. Decide which ones you want to use and which will be most effective on your campus. Brainstorm other ideas that will work at your school. Remember, the more you do to publicize these meetings, the more members you will attract.

Delegate Responsibility.

Now that you have decided what you want to do, delegate tasks and responsibilities to other chapter leaders. Decide who will make posters, hang posters, deliver invitations, etc. Make a time line or calendar of when each of the tasks will get done. Most importantly, DO NOT DELAY. Get things done as soon as possible. Things that are done at the last minute are often futile.



Set The Dates of The Meetings.

Set the dates for your New Members Meetings. Be sure to choose days that do not conflict with other school activities. Depending on how you decide to publicize, you should give yourself at least two weeks before the first big meeting. The next meeting should be the following week to capitalize on the momentum you have established.

Decide On An Agenda.


Set the agendas for your meetings. Use the ideas in this brochure as a starting point for planning super activities to hold at your first and second New Members Meetings.

Step Two: PUBLICIZE! PUBLICIZE! PUBLICIZE!

There is nothing more important to your membership drive than publicity. You should concentrate most of your efforts on marketing JSA to your entire school.

**JOIN THE
JUNIOR STATE OF AMERICA**

The Washington High School Chapter of ISA is having a membership drive and we want you to join. ISA is a student-run, political awareness club that fights student apathy. Our chapter has debates and discussions that give you a chance to speak out on the issues that affect us. You can sit back and listen and learn or get up and let everyone hear your opinion.



ISA also has conferences and overnight conventions that involve students from lots of other high schools. These meetings are a great way to hear what other high school students think and feel, and also a great way to meet new people and make new friends who are politically aware and active like you and me.

Come to our **NEW MEMBERS MEETING:**

Wednesday, February 16 at Lunch in Room 60
Discussion of Banning Gang Clothing at Washington High: Safety Measure or Violation of our Rights?
REFRESHMENTS WILL BE SERVED!

Questions. Call Jennifer Ann Sorenson, Chapter President at 555-1234

SAMPLE FLIER

Posters.

Cover your school with tons of posters. The posters should be aimed at getting new members. Be creative. Some ideas: "JSA IS FOR YOU— JOIN! JOIN! JOIN!" OR "FEBRUARY IS JSA NEW MEMBER MONTH, COME CHECK IT OUT!" You can probably come up with slogans as good as these — probably even better than these! Remember to get the point across in every poster that you want new members to come join. Be sure to include the time, date and place of your New Members Meeting. Make sure your posters meet school regulations. Don't forget that the Uncle Sam — "We Want You for JSA" posters are available from the Junior State office by calling 1-800-334-5353 or emailing jsa@jsa.org

Hand Out Invitations.

This idea has worked very successfully at many chapters. It gives people a more personal feel for the club and usually gets great results. Check out the sample invitation in this packet. Think about what your member-

ship is lacking. If most of your members are liberal, invite some conservatives to join. Are there good debaters at your high school who have not joined JSA yet? What about people involved in your student body government or your school's newspaper? You can never have enough underclass members, they are your chapter's future. Also, ask yourself if your chapter is representative of the entire school. Getting people from all walks of life involved in JSA makes for better debates and discussions and furthers JSA's goal of preparing our generation to be active citizens. Our democracy works best when everyone participates. Make sure you reach outside of your circle of friends for new members. Once you have decided

who should receive a personal invitation, have the invitations sent to them in their classes or hand deliver them yourself.

Visit Classes.

Have chapter leaders who would be good representatives of JSA visit classes to invite students to join. Social Studies, Journalism, **Government/ Civics**, and Current Events classes are probably the best place to start. Send teachers a note asking them if you could take a couple of minutes of their class time to introduce students to the school's political awareness club. Your Teacher/Advisor should be able to tell you whom you should approach. After you have sent the note, go to the teachers and ask them for the best time to visit. When you visit, be prepared, excited and to the point. Describe JSA and give the class the information about your upcoming meeting. Refer to the "JSA Talking Points" in this packet for things to say when describing JSA.

Talk to Teachers, Parents, and Administrators.

Even though JSA is a student-run organization, your chapter will be stronger if it has the positive support of teachers, parents, and administrators at your school. Again, your Teacher/Advisor can be invaluable in this part of your publicity plan. Teachers and administrators can be especially effective in pointing out politically aware or politically curious students to your JSA chapter. And, of course, supportive parents are always important when it comes time to ask for that convention registration check. Ask your school's Social Studies Department Chair if you can make a brief presentation about JSA at the next **Social Studies Department meeting**. If you haven't already, make an appointment with the administrator at your school who is in charge of all of the clubs and activities on campus; tell them you just want to acquaint them with the goals and activities of JSA. Also, see if you can make a brief presentation at the next **PTA or PTSA meeting for your school** – you will be surprised just how supportive parents can be once they know about the organization. Again, if you need help describing JSA to any of these people or groups, refer to the "JSA Talking Points" in this packet.

Make a Flier.

Making your own personalized flier can be very effective. The flier should stress that the chapter wants new members and that now is the time to join. Don't forget to include your meeting information on your flier. You should highlight both the educational and social aspects of JSA. Other things to include are the chapter president's phone number and upcoming chapter and state events. Take a look at the sample flier included in this packet for ideas. If you don't have the resources to make your own flier you can photocopy the standard "What is JSA" flier enclosed in this packet. You can also call the Junior State office to have more copies of this flier sent to you.

YOU ARE INVITED.. .

Dear Student Leader:

You have been recognized as a school leader. I would like to cordially invite you to join the best club on campus . . . The Junior State of America. JSA is an organization that gives students like you and me an opportunity to express our views on issues that are important to us like abortion, the death penalty, and students' rights. You don't need to be a great debater or public speaker to join, you just need to be interested in the world around you and the issues that affect our lives.

In addition to its educational value, JSA is a great place to meet other interesting high school students and make great friends. Please come to our **NEW MEMBERS MEETING** on Wednesday, February 16 at lunch in Room 60.

JSA is a club with a purpose: to "Make Democracy Work" by preparing high school students to be active, involved citizens. Be a part of a new generation of politically aware young leaders that are ready and willing to make a difference. Join JSA!

I look forward to seeing you at our meeting. Please call me if you have any questions. My number is 619-555-1234.

Jennifer Ann Sorenson
JSA Chapter President

SAMPLE INVITATION

Announcements.

Put attention-grabbing announcements in your school bulletin and have them repeated as often as possible. Don't forget to emphasize that the meetings are geared toward new members and that everyone is welcome even if they have never been to a JSA meeting before. If you decide to have refreshments at any of your meetings, be sure to include this in the announcements – food is a major draw!

Hold a "Bring In A New Member" Contest.

Your present members are a great resource. Hold a competition to see which member can bring in the most new members. Advertise a prize for the winner, it could be something cool like \$15 off Spring State, or something fun and cheesy like a pack of M&M's. Getting the rest of your membership involved will help make your membership drive successful.

Step Three: Hold THE BIG MEETING.

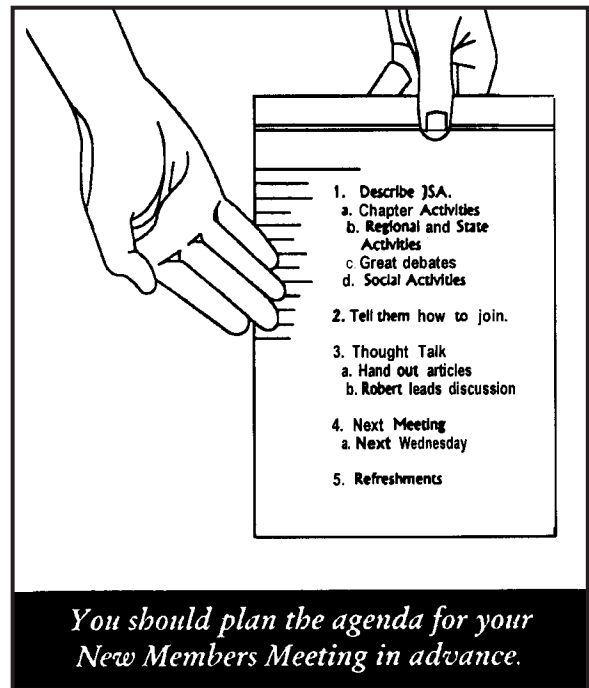
This is the vital part of your membership drive. You have got to hold a meeting that will pay off for all of your hard publicity work. This meeting has got to keep your new members coming back for more. Pulling off a successful meeting will take preparation. Don't blow it off. Your first impression is vital.

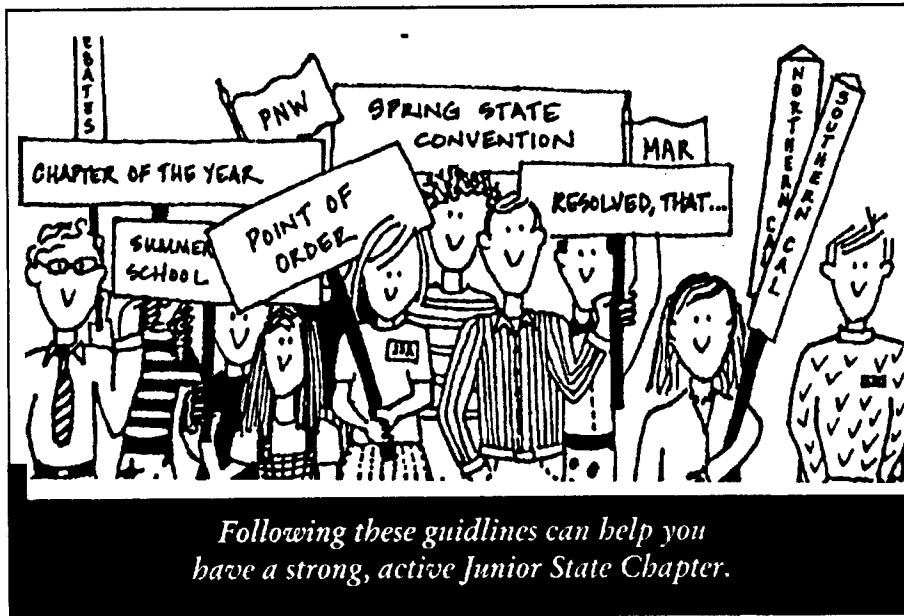
Agenda.

The agenda you set for this meeting is up to you. There are a number of things you can do that will work. Decide on what will work best for your school. This is a sample agenda for the first meeting that works well in most situations. If you need more help in setting up the meeting, contact your state or regional officers.

I. Give a brief, well prepared overview of JSA. Explain our ideology of student-run, non-partisan political involvement. Let your new members know that their views are welcome. Give a good description of JSA activities, but don't get bogged down with debate procedure or the process of registering for a convention. Refer to the "JSA Talking Points" for help. Do your best to give them a feel for the organization. If you have the time, you might want to show the JSA Promotional Video available for loan or purchase from the Junior State Office. You might want to distribute brochures for upcoming JSA events. Don't forget to relate to them your own personal reasons for being involved in JSA – personal testimony can be very effective.

II. Announce that in order to join, they must pay JSA taxes. Hold up the form and tell them they can pay today or at upcoming meetings. Make sure to get everyone's name, address, and phone number, even if they don't pay taxes right away. Make sure you contact them about future meetings.





III. After your introduction, hold a thought talk on a timely or hot topic. Thought talks are a good introductory activity for new members because they encourage involvement by the entire group but are not very intimidating. Use a topic that everyone has an opinion on like abortion, the death penalty, drug legalization, or racism. Have someone do research on the topic and start off the conversation by presenting information on both sides. Have articles to pass out to those who

want them. Make sure that you ask some current chapter members to be ready to stir up the conversation if it starts to slow down.

IV. Wrap up the meeting by serving refreshments and make sure to announce when the next meeting will be. It is important that everyone leave knowing how to get involved and when and where the next activity will be. Your chapter leaders should be instructed to mingle with the new members to make everyone feel welcome and to answer any questions.

The Second Meeting.

Since part of the first meeting was taken up with informational stuff, use your second meeting to show just how exciting JSA can be. Have a chapter debate on a hot topic – make sure the participants are prepared and that the moderator explains the format to the new members (a handout with information on the topic and the debate rules can be very helpful). You might want to invite a guest speaker – a school board member or city council member. Some chapters have had very exciting debates where teachers were the debaters – either teacher vs. teacher or teacher vs. JSA member. The choice is yours, just remember to be prepared. Remember not to bore your chapter with details that the chapter leadership can handle at a separate meeting. Don't forget to announce **your next meeting and any upcoming JSA activities.**

Good Luck

We have included a JSA tax form for you to add all your new members. Don't forget to call or email the JSA office at 1-800-334-5353 or jsa@jsa.org if you need Uncle Sam Posters, "What is JSA" fliers, brochures for upcoming JSA events, or the JSA Promotional Video. Contact our state or regional officers if you need more assistance

JSA Talking Points

JSA is a student-run, non-partisan, non-profit political awareness club. Students run the chapter meetings, decide on debate topics, and organize every aspect of the chapter, regional, state, and national program.

JSA gives students an opportunity to voice their opinions on local, state, national, and world issues. The free exchange of ideas and views is a highlight of all JSA activities.

JSA is a club with a purpose. JSA strives “To Make Democracy Work” by preparing high school students to be active, involved citizens.

JSA is more than just a debate club. JSA encourages political awareness and involvement through its debates and other activities.

JSA gives students valuable “citizenship training” by letting students run their own government. JSA’s National, State, Regional, and Chapter governments reinforce democratic principles and prepare students to be informed, active citizens.

JSA chapters conduct a wide range of political awareness activities. Informal discussions, structured debates, educational simulations, challenging mock trials, informative political guest speakers, and voter registration drives are only a few of the activities chapters hold.

JSA chapters are the center of political awareness on high school campuses across the country. Being part of JSA is a chance to meet and make friends with other bright, involved students who are aware of what is happening in the world around them.

JSA holds Saturday conferences and overnight conventions that allow students from many different high schools a chance to debate and discuss important issues, JSA events feature exciting activities, interesting political keynote speakers, and great social activities.

JSA provides a valuable opportunity for students to develop or sharpen public speaking skills. Public speaking is a major emphasis of JSA. Our debates and discussions help students develop the ability to verbally express their thoughts and opinions in a clear and often persuasive manner.

JSA gives students a chance to develop important leadership skills. As a student-run organization, JSA helps its leaders develop leadership skills such as organizing meetings, delegating responsibility, and motivating their peers.

JSA helps to develop critical thinking skills. JSA members challenge each other’s assumptions about the issues that affect their lives. This forces students to reevaluate their positions and develop more sophisticated arguments to support their beliefs or to change their position altogether.

JSA encourages “PEER TO PEER” education. Students are in charge of their own educational activities. Students learn best when they learn from each other.

A strong, active JSA Chapter is an asset for any high school campus. JSA is a valuable supplement to a high school’s social studies curriculum. Our American democracy depends on an education system that prepares young people to take on the responsibilities of citizenship.

JUNIOR STATE OF AMERICA TAX FORM

SCHOOL NAME: _____ **DATE:** _____

To start a JSA chapter at your school you will need the following:

- * a minimum of 8 tax-paid student members listed on this form
- * a Teacher-Advisor from your school
- * school approval
- * a chapter constitution (see example in handbook)

"Taxes" are the dues paid to join a chapter; \$3.00 per member, per year. After the initial eight students have joined, you may send in any number of additional members throughout the year, by mailing the taxes and completed tax form to:

For the West Coast and Midwest
THE JUNIOR STATE OF AMERICA
400 S. EL CAMINO REAL, SUITE 300
SAN MATEO, CA 94402

For the East Coast, Texas and Ohio
THE JUNIOR STATE OF AMERICA
1600 K STREET NW, SUITE 803
WASHINGTON, D.C. 20006

CHAPTER PRESIDENT
(Must pay taxes as a regular member)

TEACHER-ADVISOR

NAME _____

NAME _____

HOME ADDRESS _____

SCHOOL ADDRESS _____

CITY STATE ZIP
() _____

CITY STATE ZIP
() _____

AREA CODE/PHONE NUMBER YEAR

AREA CODE/SCHOOL PHONE NUMBER

E-MAIL ADDRESS

E-MAIL ADDRESS

TAX-PAID STUDENT MEMBERS (Chapter President's name goes first):

NAME ADDRESS

CITY STATE ZIP YEAR OF GRAD.

1	_____	_____	_____	_____
2	_____	_____	_____	_____
3	_____	_____	_____	_____
4	_____	_____	_____	_____
5	_____	_____	_____	_____
6	_____	_____	_____	_____
7	_____	_____	_____	_____
8	_____	_____	_____	_____
9	_____	_____	_____	_____
10	_____	_____	_____	_____
11	_____	_____	_____	_____
12	_____	_____	_____	_____

TAX-PAID STUDENT MEMBERS SCHOOL _____

NAME	ADDRESS	CITY	STATE	ZIP	YEAR OF GRAD.
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USE ADDITIONAL COPIES AS NECESSARY - PLEASE FILL OUT COMPLETE ADDRESSES AND PHONE NUMBERS!

THE JUNIOR STATE LEADERSHIP INFORMATION/ORDER FORM

Return to: THE JUNIOR STATE OF AMERICA
www.jsa.org

For the West Coast and Midwest
400 S. EL CAMINO REAL, SUITE 300
SAN MATEO, CA 94402
800-334-5353

For the East Coast, Texas and Ohio
1600 K STREET NW, SUITE 803
WASHINGTON, D.C. 20006
800-317-938

Name _____

Address _____

City _____ State _____ Zip _____

School _____ Graduation Year _____

Phone (____) _____ E-mail Address _____

- I am an Official Chapter President
- I am starting a chapter and am the best person to contact
- I am an active Junior State member
- I am a Teacher/Advisor

I would like to order (please indicate quantity):

HANDBOOKS

_____ **The Junior State CHAPTER BINDER**
A comprehensive guide to starting and running a Junior State chapter. Every Chapter President and Teacher/Advisor should have a copy of this binder to keep with the chapter throughout the years. Every chapter has been provided with two copies. You can order extra copies for \$10.00 (shipping and handling).

\$ _____ enclosed for _____ CHAPTER BINDERS

_____ **"How to Start a Junior State Chapter"**
A quick, easy to follow guide to starting your Junior State Chapter. This short pamphlet gives you the basic steps to getting a JSA chapter off the ground. Free!

_____ **Chapter Membership Drive Guide**
Want to boost your Chapter's membership? This handbook gives you a three step plan to holding a successful Membership Drive. Includes publicity ideas, sample meeting announcements, and "JSA Talking Points" to help you describe the organization. Free!

_____ **"Taking Charge of Your Chapter"**
A complete guide to chapter activities and how to plan them. It's great for helping new chapters get off the ground and for giving older chapters fresh ideas. Free!

_____ **Junior State Debate Handbook**
A complete guide to Junior State Debate including descriptions of traditional debate and cross-examination debate, plus a guide to parliamentary procedure. Also included are hints on how to effectively organize and present your debate speeches. Up to 5 copies are available to each chapter. Free!

_____ **Junior State Moderator Handbook**
A complete guide to moderating a Junior State debate. Includes step by step instructions for running a debate smoothly. It is perfect for people who are preparing to moderate on the chapter, regional or state level. Up to 5 copies are available to each chapter. Free!

_____ **Junior State Fund Raising Handbook**
This informational handbook provides chapters with great fund raising ideas. If your chapter is looking to raise money, start by reading this publication. Free!

_____ **Junior State Chapter Conference Handbook**
A complete guide to planning and organizing a Chapter Conference. Provides you with planning guidelines, publicity ideas, and a helpful time line to keep you organized. This handbook is essential if you are planning a Chapter Conference. Free!

MORE MATERIALS ON THE OTHER SIDE >>>>>

VIDEOS

____ **Junior State Promotional Video**

A great video that shows the excitement and drama of Junior State conventions. The 12 minute video captures convention debates and thought talks plus student officer explaining what JSA is and how it work. \$10.00

- _____ I have enclosed \$10.00 for each video I have ordered.
- _____ Please loan me this video, I will return it in 30 days.

____ **Junior State "How To Debate" Video**

An ideal video for chapter meetings, orientation sessions or preparation for a JSA conference. This 37 minute video describes the proper procedure and style for Junior State debating. \$10.00

- _____ I have enclosed \$10.00 for each video I have ordered.
- _____ Please loan me this video, I will return it in 30 days.

____ **"Take Me To Your Leaders" Video**

An exciting video that shows the drama involved in Junior State elections. Perfect to prepare members for the Spring State convention of for orientation sessions. \$10.00

- _____ I have enclosed \$10.00 for each video I have ordered.
- _____ Please loan me this video, I will return it in 30 days.

CHAPTER MATERIALS

____ **Junior State of America Introductory Brochure**

A great brochure to hand out to potential new members, teachers, and parents. A condensed explanation of the Junior State of America. Chapters can order up to 50 at a time. Free!

____ **Junior State Uncle Sam Poster**

A colorful poster of Uncle Sam exclaiming "JSA Wants You." It is perfect for starting a new chapter or just attracting new members. Up to 10 copies are available without charge to each chapter. Free!

____ **Junior State "Best Debater" Awards**

The award presented to the best debaters at JSA conventions is now available directly to you. If you are having a chapter conference or want to give awards at your chapter lunchtime debates, these awards are perfect. Only \$7.00 each.

- _____ I have enclosed \$7.00 for each "Best Debater" Awards I have ordered.

____ **Junior Statement Newspapers**

Recent issues of the *Junior Statement* national newspaper are available in quantity for your members. Limit 50 copies per order. Free.

____ **Junior State Mock Trial Packets**

Select from four different trials that explore the real world of judicial procedure and the American system of justice. The cost is \$2.00 per mock trial or \$5.00 for the entire set of four.

- _____ Mock Trial #1 -- A girl attempts to try out for the boy's soccer team.
- _____ Mock Trial #2 -- A newspaper reporter withholds information to protect his sources.
- _____ Mock Trial #3 -- Demonstrators are arrested after being attacked by a surrounding crowd.
- _____ Mock Trial #4 -- A man believes that an affirmative action program has denied him a promotion.

- _____ I have enclosed \$2.00 for each Mock Trial I have ordered.
- _____ I want all four! I have enclosed \$5.00.

____ **Summer School Brochures**

Recent or current Summer School brochures detailing the programs at Georgetown, Stanford, Yale, Northwestern and the University of Texas are available. Learn how to apply and about the different classes offered at each site. Limit 5 copies per order. Free.

Please return the order form to the Junior State office.

Make checks payable to "The Junior State"

JSA SALES ORDER FORM

WHAT IS THE JUNIOR STATE?

Around the nation, a group of high school students is learning that you can fight city hall. These students are working hard to make their voices heard over the apathetic, cynical grumbling so often heard in high school hallways. These students care about the direction our country is headed and about daily worldwide events that shape their lives. Soon, these students will lead the nation and they are getting a head start in making their voices heard. These students are members of The Junior State of America (JSA). Since The Junior State was founded in 1934, over 500,000 students have gained an appreciation of the American system of law and democratic government and have gained hands-on experience by running their own organization.

JUNIOR STATE CHAPTERS

Students participate in the Junior State by joining a chapter at their high school. JSA chapters are the center of nonpartisan political activity and awareness on campus. Chapters are active on campuses across the United States and in insular areas in the Pacific and Atlantic. Typical chapter activities include student debates of controversial issues, guest speakers, mock trials, candidate debates, and voter education and registration drives. Each chapter elects its own leaders who handle every detail of the day-to-day running of the chapter. Each chapter also has a Teacher/Advisor who provides educational guidance and administrative support.

JSA CONVENTIONS

Chapters can participate in day-long Saturday conferences and weekend conventions featuring student debates, informal discussions, simulations and keynote addresses by prominent public figures. JSA conventions give students a chance to debate the hottest topics of the day with a diverse group of students.

Junior State chapters, conferences and conventions are run by high school students. JSA Chapter, Regional, and State officers run every aspect of these political awareness events. By running their chapters, regional conferences and state conventions, Junior State members learn the art of self-government. By facing the challenges of planning and putting on their own programs, students make decisions and see the consequences of those decisions. The organization's educational philosophy is that democracy must be experienced to be fully appreciated.

JUNIOR STATESMEN SUMMER SCHOOL & SYMPOSIA

Outstanding high school students are offered an advanced academic program at month-long Junior Statesmen Summer School sessions at Georgetown University in Washington, DC, Stanford University in the San Francisco Bay Area, Yale University in Connecticut, Princeton University in New Jersey and Northwestern University near Chicago. The rigorous curriculum, taught by outstanding university professors, features AP and Honors courses in American Government, Economics, Comparative Government, Constitutional Law, US Foreign Policy, Elections, the Presidency, Speech Communication, Political Communication and Public Speaking and the Law. Congressional-style student debates help students develop excellent leadership skills.

Each program features a high-level speakers program bringing students together with prominent politicians, journalists and political thinkers. Students at the Georgetown session quiz speakers in the White House and on Capitol Hill.

Summer School admission is competitive based on academic achievement, leadership and active involvement in the community.

Each summer, The Junior Statesmen Foundation also offers several Symposium Programs -- exciting explorations of leadership, politics and local or state government lasting from 3-6 days. Symposium classrooms are government buildings like the state capitol. Symposium faculty are outstanding political and governmental leaders.

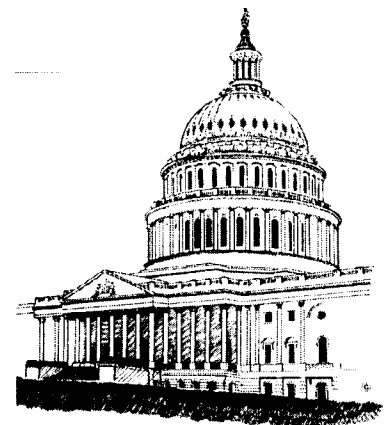
* * * *

Students who participate in Junior State activities find them intellectually rewarding and challenging. And, JSA programs are fun. By joining the Junior State, you will be part of the largest student run political organization of high school leaders in the world -- today's leaders and also tomorrow's.

THE JUNIOR STATE OF AMERICA
400 SOUTH EL CAMINO REAL, SUITE 300
SAN MATEO, CALIFORNIA 94402
(800) 334-5353 TOLL-FREE

1600 K STREET NW, SUITE 803
WASHINGTON, D.C. 20006
(800) 317-9338 TOLL-FREE

JSA@JSA.ORG WWW.JSA.ORG



WE WANT YOU



FOR J.S.A.

JUNIOR STATE OF AMERICA

WWW.JSA.ORG