

**The United States Junior Chamber**

**RED  
Alert!**

**R.E.D.  
Alert!**

**Get EXCITED about  
growing the  
Jaycees!**



**R.E.D.  
Alert!**

## **Primary Purpose**

**The Rapid Expansion Directive (R.E.D.) is to increase the number of new members adds and share the Jaycee opportunity with even more enthusiastic young adults across the nation.**

**R.E.D.  
Alert!**

## **Program Description**

- 1. Creating New Chapters**
- 2. Strengthening Existing Chapters through In-Chapter Extensions**
- 3. Rebuilding Weak Chapters utilizing the **Red** Chip Program**

# **R.E.D. Alert!**

## **Program Description**

- **Intense focus on a four-month period**
  - July
  - August
  - September
  - October
- **Members will receive incentives for various levels of accomplishment**

**R.E.D.  
Alert!**

**What are the goals of  
the R.E.D. Alert  
Initiative?**

# **R.E.D. Alert!**

## **Goals**

- 1. Have 5,425 men and women join the organization.**
- 2. Establish 25 new chapters**
- 3. Have 75 chapters complete an in-chapter extension**
- 4. Have 110 chapters complete the **Red** Chip program.**

# R.E.D. Alert!

## In-Chapter

Chapter Division	New Members Needed
1	7
2	10
3	12
4	15
5	18
6	20
7	22
8	25
9	7

**R.E.D.  
Alert!**

# **The R.E.D. Alert Incentives**

**R.E.D.  
Alert!**

## **Member**

- **Recruit five new members and receive**
  - Special edition R.E.D. Alert lapel pin
- **Recruit ten new members and receive**
  - Special edition R.E.D. Alert lapel pin
  - R.E.D. Alert polo
- **Recognition in November issue of**  
*Jaycees Magazine*



# **R.E.D. Alert!**

## **Chapter**

- **National parade discretionary points**
- **"R.E.D. Hot Chapter" graphic for chapter website and newsletter**
- **Complete an extension or in-Chapter and receive**
  - **Chapter Marketing Kit (Banner, yard signs, brochures and applications)**
- **Complete an In-chapter extension and receive**
  - **Five R.E.D. Alert t-shirts**
  - **One entry into the R.E.D. Alert Drawing**

# **R.E.D. Alert!**

## **Chapter**

- **Extend one chapter and receive**
  - Five R.E.D. Alert t-shirts
  - One entry into the R.E.D. Alert Drawing
- **Extend two chapters and receive**
  - Five R.E.D. Alert t-shirts
  - Two R.E.D. Alert polos
  - Three entries into the R.E.D. Alert Drawing

# R.E.D. Alert!

## Chapter

- **Complete the R.E.D. Chip program and receive**
  - **Special edition R.E.D. Alert lapel pin for EVERY member of the chapter.**
- **Recognition in November issue of *Jaycees Magazine***

# **R.E.D. Alert!**

## **Regions/Districts**

- **National parade discretionary points**
- **Complete an extension or in-Chapter and receive**
  - Chapter Marketing Kit (Banner, yard signs, brochures and applications)
- **Extend two chapters and receive**
  - One R.E.D. Alert polo
  - One entry into the R.E.D. Alert Drawing

# **R.E.D. Alert!**

## **Regions/Districts**

- **Complete two In-chapters and receive**
  - One R.E.D. Alert polo
  - One entry into the R.E.D. Alert Drawing
- **Complete R.E.D. Chip program chapters and receive**
  - One R.E.D. Alert t-shirt AND One R.E.D. Alert polo
  - One entry into the R.E.D. Alert Drawing
- **Recognition in November issue of *Jaycees Magazine***

# **R.E.D. Alert!**

## **State**

- **National parade discretionary points**
- **“R.E.D. Hot Chapter” graphic for state website and publications**
- **Complete any five combinations of Extensions, In-chapters or R.E.D. Chip and receive**
  - **One R.E.D. Alert polo**

# R.E.D. Alert!

## State

- Increase New Member Adds and new chapter extensions over prior year
  - One R.E.D. Alert exec team button down shirt
- Recognition in November issue of *Jaycees Magazine*

**R.E.D.  
Alert!**

**The R.E.D. Alert  
Year-End  
Awards**



# **R.E.D. Alert!**

## **Year-End Award**

- **Chapter with most new member adds (internal + external)**
- **State with most new member adds.**
- **State with most new extensions.**
- **Recognition for every chapter that does an extension, in-chapter or completes R.E.D. Chip**
- **"Triple Slam" - Chapter that does an in-chapter, an external extension and assists a chapter to complete the R.E.D. Chip Program**



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**RED  
Alert!**