

## Area Specific PDS Issues

### Primary Purpose

**Chapter Fundraising:** The primary purpose for a chapter fundraiser (different than a community/charity fundraiser) is always to make a profit for the chapter. It has to make enough money to pay back the appropriation from the chapter, plus enough more such that the profit justifies the effort expended to run the project. The purpose is not to run a Durham Bulls Beer Cart or a Yard Sale or a Beer Fest; those are means to an end. The end, the purpose, is to make money for the chapter.

**Community/Charity Fundraising:** The primary purpose for a Community Fundraising project is always to make a profit and donate it to a designated charity. It has to repay its appropriation, then the extra is the donation. The purpose is not to run a Beer Fest; that is a means to an end. The end, the purpose, is to make money for a charity.

**Community Service:** The primary purpose for a Community Service Project is to help a group of people in the community by working with the group of people, assisting a group of people that provides community service, or improving a community resource. The purpose is not to get the membership involved (that can be a goal) or let the members meet disadvantaged people (that can also be a goal), it is to help the disadvantaged people.

**Individual Development:** The primary purpose for an Individual Development Project is to help the membership by giving them the opportunity to learn a new skill, try a new pursuit, or attend an event that they otherwise wouldn't. It's not to help the community, just the chapter.

**Trips:** The primary purpose of a trip project is to give the membership an inexpensive opportunity to go on a trip somewhere fun with their fellow Jaycees. It's not to help the community, just the chapter; and it's not really to build new skills or have new experiences, but just to take a vacation and have fun.

**Management:** The primary purpose of a Management project is to help run the chapter, not by improving the members but by improving the chapter's operations and infrastructure. It's not to manage the website, for example, it's to facilitate communications within the chapter.

**Membership:** The primary purpose of a Membership project is to attract, activate, and/or retain members. It's not to run a New Member Orientation, for example, it's to provide an opportunity for new members to get to know each other.

### Budget and Financial Goals

The goals that relate to the budget vary depending on the area that is running the project.

**Chapter Fundraising:** A Chapter Fundraiser should always return all of its appropriation to the chapter, plus the profit that is the income that it raised for the chapter. Two goals should be to return all of the appropriation spent and to return a profit.

**Community Fundraising:** A community fundraising project should always return all of its appropriation to the chapter. It should also make a profit that is donated to the designated charity. Two goals should be to return all of the appropriation spent and to specify the profit as a charitable donation.

**Trips:** A trip project should be self-funding and should always return all of its appropriation to the chapter. It should keep its appropriation from the chapter as small as possible so as to limit tying up the chapter's capital and putting it at risk. A goal should be to return all of the appropriation.

**Individual Development:** An Individual Development project should be self-funding and thus should get a very small appropriation from the chapter if any. An ID project has no financial goals.

**Others:** A community service, membership, or management “operations” project should plan to spend all of its appropriation. If it spends less, the difference is shown as being returned to the chapter. These projects have no financial goals.