JCI Hong Kong

70 YEARS OF Serving Humanity

LEAD CONNECT ACHIEVE

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2020 JCIHK E-Bidbook Seminar

HOW TO WRITE BIDBOOK?

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JCI Bauhinia





ABOUT ME

JC CAREER

- 2020 National Partnership and Sponsorship Commission Chairman
- 2019 President
- 2015-2018 BOD experience
- 2014 Joined JCI Bauhinia

BIDBOOK EXPERIENCE

- ASPAC and 3 years NC Award Judge
- Wrote 4 bidbooks

AWARDS RECEIVED

- 2019 Outstanding LOM (25-55 members)
- 2019 Outstanding LOM President (25-55 members) Merit



How to write Bidbook?

STUDY

- Enhance JC knowledge



PLAN

- Project Review



WRITE

- Create Memory



WIN

- Teamwork



PREPARATION is the key to success!

WHAT to Study?

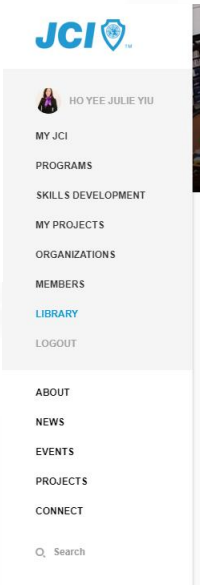
- JCI Creed
- JCI Mission and Vision
- JCI Plan of Action 2020
- JCI Strategic Plan
- Active Citizen Framework
- 17 SDGs

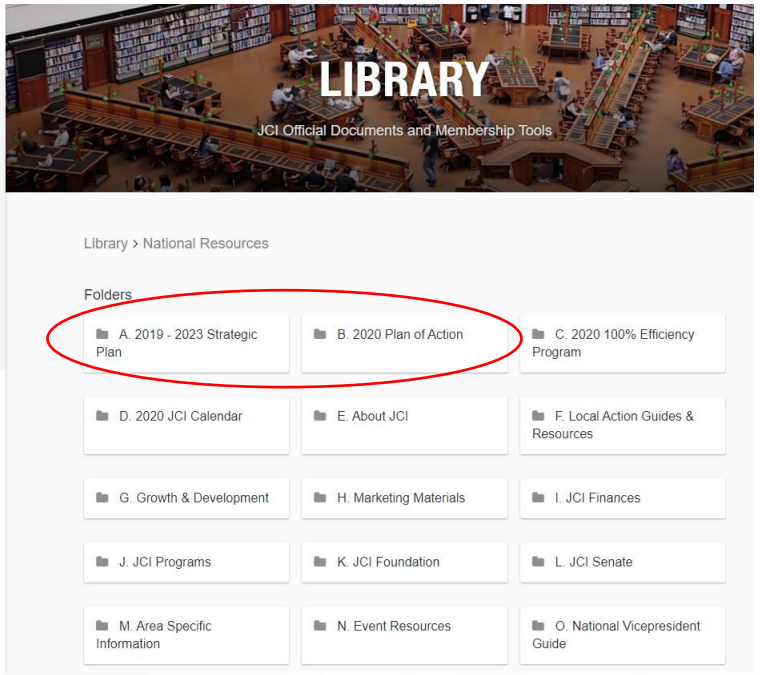














Read → Understand → Apply

jci.cc → Library

PREPARATION is the key to success!

Do you know…

- Theme of JCI
- Theme of JCIHK

LEAD CONNECT ACHIEVE

BRIDGE THE GAP

MOTIVATE

JCI will unite the passion of young people to motivate bold action.

INVEST

JCI will accelerate transformation by investing in technological, financial and human resources.

IMPACT

JCI will focus the power of young people to advance sustainable impact.

COLLABORATE

JCI will foster a collaborative culture in a dynamic world.



Partnership with:

Business

Government

Community

JCI will bring together like-minded partners in order to expand mutual impact.

VS

CONNECT

JCI will connect young people to drive the world in a positive direction.



JCI will connect people, their communities and the global society.

STUDY! STUDY! STUDY!

Study Award Manual

- Study each questions carefully
- Be aware of word counts
- Note distribution of points
- Apply JCI keywords



How to utilize limited words to HIGHLIGHT important points

JCI 國際青年商會香港總會 Junior Chamber International Hong Kong

III.A.2 Best Community Empowerment Program

Definition: This award is for the recognition of the most effective project which improves the community and extends the JCI Mission.

Description: A trophy with the name of the winner inscribed on it.
A floating award.

Award Judging Criteria	Points
Objectives, Planning, Finance and Execution Q.1 What were the objectives of this program? Q.2 How does this program align to the JCI Plan of Action? Q.3 Was the budget an effective guide for the financial management of the project? Q.4 How does this project advance the JCI Mission and Vision?	20
Membership Participation Q.1 By number, how many members were involved in this program? Q.2 By percentage, how many members of the Local Organization were involved in this program? Q.3 Describe the main roles of the participating members in this program.	15
Community Impact Q.1 How did the Local Organization measure community impact for this program? Q.2 Describe the actual community impact produced by this project.	30
Impact on Local Organization Q.1 How did the Local Organization benefit from running this project? Q.2 How did the program advance the JCI Mission? Q.3 How did the project advance the JCI Vision?	15
Long-term Impact of the Program Q.1 What is the expected long-term impact of this project? Q.2 What changes would you make to improve the results of this project?	20

Note: Award is allied to JCI Award Programs.

Winner list is set out on the next page

Content Planning

- Mark down **key points** for each question

(What you want judges to see?)

- Any **figures** to support?

(Concrete and credible)

- 7 Ws **(Who, What, Why, When, Where, How, How Much)**

(Story telling)



Start EARLY!!



Discuss ideas together

Simple . Story . Statistics

For judges to read easily…

- Simple sentence
- Subtitles
- Bullet points
- Line breaks
- Numbering

Catch judges attention…

- **CAPITAL LETTERS** for keywords
- Apply **JC wordings**
- *Check spelling mistakes*

What methods and/or activities were used to grow and develop the Local Organization?

J.C.I.K.L program is a carefully crafted LONG-TERM Program with the intention to make JCI Kuala Lumpur GROW BIGGER, STRONGER, and DEVELOP its members as well as the LO, SUSTAINABLY and EFFECTIVELY.

Methods of implementation:
PHASE 1 – SURVEY and PLANNING
- Members were surveyed on their demographics, preference, interest and suggestion which these information were filtered and made basis for planning the program
- JCI KL BOD and its project chairmen scheduled a planning session that tackles different issues and strategized key objectives and direction of the program
- Formulation of Projects that will support the objectives of the J.C.I.K.L program includes scheduling the calendar of events for the year

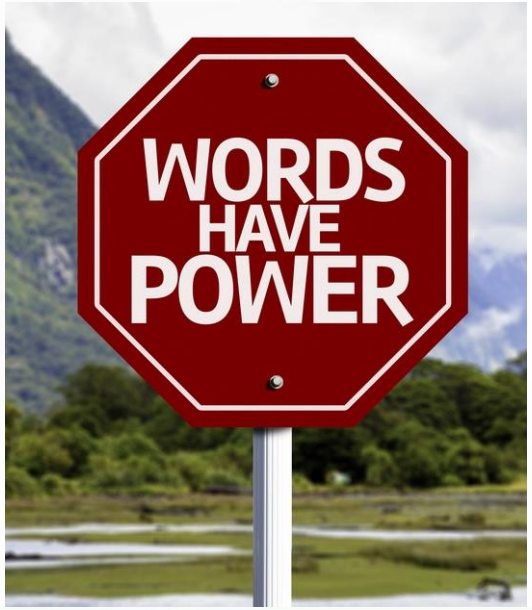
PHASE 2 – BUDGET, LOGISTICS and FUNDING
- After formulation and scheduling of the projects, a budget was created for each project and sources of funding were identified
- Fund raising activities were implemented
- Manpower requirements were identified for each projects and recruitment of members to participate on various committees involved in the program

What were the long-term objectives of this program?

1) To create long term community POSITIVE CHANGES by providing affordable hemodialysis treatment for poor kidney patients in Kota Kinabalu city.
2) To provide long term DEVELOPMENT OPPORTUNITIES for JCI members and community volunteers to be active citizens.
3) To instil JCI values and ACTIVE CITIZENSHIPS among JCI members, volunteers, and partners.
4) To enable JCI members and volunteers to learn and apply Active Citizenship Framework (ACF) to create SUSTAINABLE project solution.
5) To be a platform for JCI members to develop LEADERSHIP and effective project management skills.
6) To EXPAND active citizen network by connecting JCI members, volunteers and corporate partners.
7) To PROMOTE cultural exchange and understanding among the multi-racial JCI members, kidney patients, partners, and volunteers further INTEGRATE racial harmony.

Simple . Story . Statistics

Overused Words	Better Words
Good, Happy, Nice	Belongings, Satisfactory, Enjoyable
Large, Big	Wide-Range, Broad, Sizeable
Better, Higher	Advance, Superior
Increase	Boost, Enhance
Encourage, Motivate	Empower, Inspire



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Simple . Story . Statistics

MAGIC WORDS: First Ever
Brand New
Exclusive
Record Breaking



Take new ACTION



Launch of BJC Academy

Provide standardized training for members and grow BJC trainers

- New Members Orientation
- Board Members Training
- Train the Trainers

Set up TWO NEW COMMISSIONS for members development



Launch of BJC Alumni

Unite senior members, past presidents, full members and new members

- Regular Gatherings
- Re-activate old members
- Strengthen bonding



RECORD BREAKING Media Exposure



FIRST EVER Professional Promotion Video

Simple . Story . Statistics

Think about…

- What social issues the project aims to address?
- How planning was done?
- What did OC team do to make things happen?
- How did members learn and grow through the project?
- How to collaborate with different partners?
- What are the impacts created?



Useful tool



Write it like a STORY, not manual (touching)



Simple . Story . Statistics

Finance

Zero balance/no deficit?

Got any sponsors? How did they support?

How did OC team get sponsorship?

ELABORATE MORE!

Community Impact

How did participants feel?

Any positive changes in their lives?

What did they experience and learn?

Impactful quotes from participants

TELL US MORE!





Tell a good story - Connect with the people

How to Pitch your Target Audience?

WHAT do judges want to see? How to touch judges' hearts?

- **Comprehensive overview** for getting big picture
- Background → Execution → Results → Recommendations
- **MEASURABLE** Impact (convincing)
- Creativity **(new project, innovation)**
- Uniqueness **(exclusive idea)**
- Aligns with JC Value
- **BRAINWASH** judges **(repeat important points)**



Analyze your project strengths

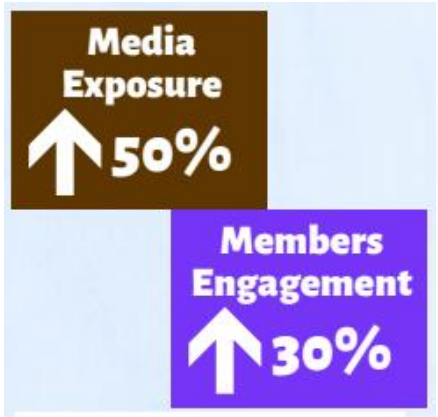


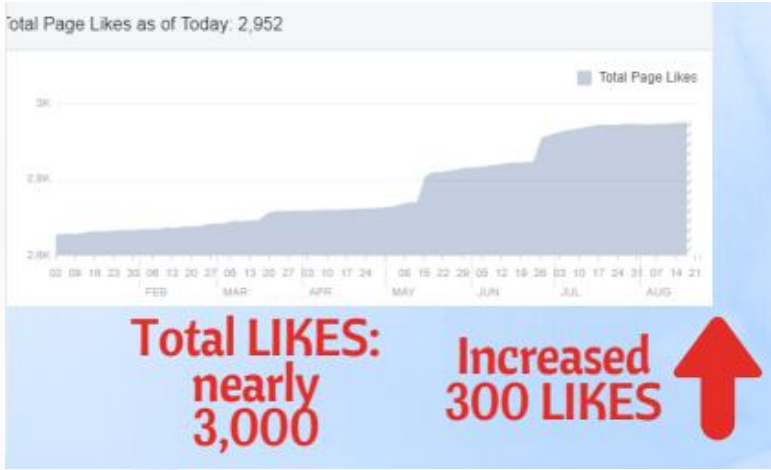
Think like a judge - seek advice from PPs or members who have been judges

Simple . Story . Statistics

- Research on the social issues
- Survey collected
- No. of participants
- No. of partners
- No. of new members recruited
- Members Retention rate
- Sponsorship received
- Media exposure (Reach, views etc)
- *US Dollars*







Simple . Story . Statistics

How does this program align to the JCI Plan of Action?

IMPACT:
- Since 2013, raised US$540,000 through 6 mega charity fairs.
- Provided 90% cheaper and sustainable hemodialysis treatment and free medical services to save 89 poor kidney patients.
- JCI members developed as leaders to guide and empower 382 community volunteers.
- Recruited 16 volunteers as JCI members.

MOTIVATE:
- Empowered and united 241 JCI members and 382 community volunteers from various races and background to create positive changes for the local community.
- Motivated past presidents, JCI senators, and senior members to guide and support project committee and volunteers.

INVEST:
- Saved lives by subsidizing 90% hemodialysis treatment cost and free medical services.
- Accelerated community impact by invested US$60,000 to purchase 6 new hemodialysis treatment machines to increase treatment capacity by 300%.

COLLABORATE:
- Long term partnerships with PHKS treatment centre and 20 corporate partners.
- Generous support from the Ministry of Health and City Council.

CONNECT:
- A leading network of active citizens in Kota Kinabalu city connecting JCI members, volunteers, PHKS, and corporate partners.
- Engaged public to strengthen JCI reputation as the leading active citizen organization serving the community.



Simple . Story . Statistics

Objectives	Results
- Conduct Social Survey to study current public awareness on low-sodium diet	1,000 surveys collected form public to raise the awareness and importance of Low Sodium Diet
- Educate students to adopt healthy diet and improve current consumption pattern	1,200 primary school students participated in Health Educational Workshops. It sows the seeds of Low Sodium Diet from young.
- Build “Low-sodium Alliance” catering network for idea exchange and consumers’ reference - Connect Nutritionist & Food caterers with free consultation support	70 food caterers in HK, Macau, Wuxi & Suzhou joined the Low Sodium Alliance. We act as a link to connect them to bring together to spread the Low Sodium diet message



Results should match with objectives



Remember to proofread before submitting!



Little things make the difference. Everyone is well prepared in the big things, but only the winners perfect the little things.

Bear Bryant







Enjoy the journey and results will come automatically !

