

JCI RISE – Initiative Brief



Contents

Core Mission.....	2
Objective:	2
Mission Statement:	2
Vision:.....	2
Avenues for Deployment:	2
Initiative Avenues and Tactics	3
Strategy and Tactics for Promotion.....	3
Campaign Focuses and Talking Points.....	3
Style Sheet.....	4
Logo:.....	4
Email Footers:.....	5
Hashtag (#RISEwithJCI).....	5
Facebook Banners	5
Initiative Timetable	5

Core Mission

Objective:

- JCI RISE (Rebuild, Invest, Sustain, Evolve) aims to motivate JCI members to secure and bolster economic opportunities at the local, national and world-wide levels.

Mission Statement:

- To sustain and rebuild economies and workforce morale as we face the impact of COVID-19 together.

Vision:

- To work with all sectors of society to make economies and workforces more resilient for the future.

Avenues for Deployment:

- The JCI RISE Initiative is focused on sustaining, then revitalizing economies in the wake of COVID-19 through a trio of avenues. Talking points and ideas for projects are available in the “Initiative Avenues” section on Page 3. These three focuses serve as the foundation for JCI members to build on with innovative projects and ideas. RISE will unfold through the efforts of JCI members as they work to provide solutions to these three challenges. Incorporating the United Nations’ Sustainable Development Goals into the projects where appropriate may also serve as a good structure for JCI members’ efforts.

Main Focus - Business recovery

- Small businesses are the lifeblood of local communities and economies of all scales
- With small businesses, peoples’ lives and livelihoods are intertwined - small business owners have both a financial and a personal stake in their business
- As JCI leaders, we must help small business owners rethink and adapt their business models, but we must also invest in them. Investing in small businesses is investing in sustainable communities (SDG 11)
- JCI members must use this as an opportunity to look at the way we do business to make it more ethical and sustainable for future generations by consuming local (SDG 12)

Second Tier Focus - Workforce motivation

- Many people, especially the young and the vulnerable, have lost or will lose their jobs and face difficulty with finding new work; JCI has a place guiding them people towards professional **reconversion** in alternative sectors of the economy where they can learn new skills for the future.
- We must also encourage **entrepreneurship** from diverse backgrounds to solve today’s pressing problems, showing that being employed is just the beginning for enterprising young leaders.
- JCI members must keep people engaged and motivated through effective leadership and communication.

- Looking towards the future, we must focus on quality education to give young people entrepreneurial skills and an entrepreneurial mindset. This builds innovative and resilient communities (SDGs 4 and 8)

Third Tier Focus - Mental health and the role it plays in the workforce

- We must address the negative emotions that have been brought on by COVID-19 - fear, anger, anxiety, grief, helplessness - all amplified by isolation
- We must rethink how we care for mental health and find solutions that are relevant and beneficial to our unique communities
- We must create comprehensive strategies at the local, national and international level to address the lingering effects of COVID-19 on emotional wellbeing
- Go beyond: We must actively work to destigmatize talking about mental health and promote awareness around caring for our mental health just as we care for our physical health (SDG 3)
- This will have a direct feed-in effect on the workforce, which will directly impact local economies. With effort, we can achieve multiple goals and collect a greater windfall of achievements.

Initiative Avenues and Tactics

Strategy and Tactics for Promotion

RISE will primarily be a **bottom-up, grassroots initiative**, in line with JCI's current vision of amplifying member voices, rather than top-down, heavy-handed campaigns. Therefore, primary efforts from the World Headquarters side will focus on digital communications and engagement with JCI members.

JCI members and Local and National Organizations can seek out opportunities to work towards the goals of RISE by engaging in projects, trainings, networking functions and other efforts to resolve economic issues around the world. Below are some sample ideas for projects within the three main focuses of the initiative.

Campaign Focuses and Talking Points

- **Main Focus** - Business recovery
 - Discuss the benefits of the new normal, e.g. less commuting, more working from home (ties into mental health aspect)
 - Looking on the brighter side of the current situation
 - More people buying local, buying organic, links into responsible consumption also feeds to supporting local businesses
 - Going back to an economic recovery that's cleaner, and help sustain a better world

- The Great Reset (World Economic Forum), Economic Development Clusters (WBAF) and Save our SMEs (ICC)
- **Second Tier Focus** - Workforce motivation
 - Promote SDG8 and fighting youth unemployment.
 - Address recession/depression in member countries and how to get people making money again.
 - The young people that have lost jobs are service jobs and sales, notably restaurants, bars, tourism and transport. JCI can offer solutions to convert to new sectors or re-train, with solutions tailor-made to their communities, such as digital marketing, programming/coding, education technology and the health care sector.
 - Being employed is not the only option, young people can create their own businesses and jobs. (Revamp of the Active Citizen Framework to the 4 areas of opportunity plays into this, as does the JCI global network. This is part of the conversation with ICC right now.)
- **Third Tier Focus** - Mental health and the role it plays in the workforce
 - Stress management, handling the pressure of economic pressure.
 - Highlighting the benefits of home offices and a home work environment.
 - The mental-health benefits of being your own boss and self-starter.
 - How to engage your own employees, improve their happiness and revitalize their love in their jobs.
 - Reducing the necessity of community, and the impacts that has.
 - Importance of continuing to interact with your community, family and friends.

Style Sheet

The following style guide will be shared along with all design assets for the initiative. Assets for JCI RISE are available at the JCI [Trello Board](#).

Logo:

- The RISE logo is designed to be placed on top of project and initiative pictures. Files are available in several designs, uses for which are detailed below.
- The logo works best at 2x2 inches (5x5 centimeters) on a full-screen photo. The logo should never be small enough where the “JCI” or the “RISE” portions of the logo are illegible.
- The logos are provided as transparent PNG files. These can be placed over project photos, and shared with the #RISEwithJCI hashtag.
- Several color options are available: Full Color, Full Color Transparent, Black, White. These colors should not be changed, as they coordinate with other JCI materials and match the JCI Communications Style Guide.
 - Black and Full Color options are recommended to be used on lighter images; the White logo works best over dark images. Examples are at the bottom of this page:
 - Avoid using a logo on top of a similar background. For example, do not place a White RISE logo on a light blue or cloudy sky.

- Try to place the logo over a consistent color. For example, over a large wall, or on a grassy field.
- Logo should be placed in one of the four corners of the photo, preferably at the top for visibility.
 - Do not place the logo over a person’s face in the photo. It is just as important to see the JCI members!
- The same rules apply for videos: Pick a logo in a color that will work well on the video background, and place it in an unobtrusive spot as a watermark where it will not override or cover up any important content in the video.

Email Footers:

- The provided email footers can be placed beneath your email signature. It should at least span the length of your signature, and all the words/lettering should be visible and legible.

Hashtag (#RISEwithJCI)

- The initiative hashtag is stylized as #RISEwithJCI. Members are encouraged to brand their posts and materials with the hashtag, particularly on Facebook, Twitter and Instagram. Included in the initiative materials on the [Trello Board](#) and JCI Library are transparent #RISEwithJCI assets, which members can use to brand photos where appropriate.
- National Presidents, Area Directors and other members of JCI leadership are all encouraged to send examples of projects that fit the scope of RISE to WHQ marketing: marketing@jci.cc
- Examples of how the hashtag looks and the kinds of stories it is to be used with can be seen [HERE](#)

Facebook Banners

- Included in the Trello Board will be Facebook banners for personal use by staff and JCI members. These are intended for personal Facebook pages, to be used in the cover photo spot.

Initiative Timetable

*This is not an exhaustive list, but serves as a framework for general topics and big events coming up in the next few months. Suggestions or recommendations are welcome: marketing@jci.cc

Month	Necessary WHQ Content	Relevant Events	Goals/additional steps
July	Opening video and written Q&A with President Itai released. Release one-pager for external use. Continue to update design materials and other assets for campaign. Video/Panel on Business Recovery , Article on Business	ASPAC, MYE	Launch Initiative, spread awareness to members ahead of conference assemblies to increase buy-in. Begin to push first, main focus of initiative, focus on the primary goals and adhere to content schedule. Re-evaluate materials needed for initiative, and provide extra

	Recovery for website, newsletter content over campaign launch. Provide summary of launch for MYE.		resources where lacking. Continue to share JCI member content.
August	Video/Panel on Workforce Motivation, article on Workforce Motivation for website, include update on initiative in August Newsletter. Create content that ties into online area conferences (if applicable).	AMEC	Begin working WHQ content into the secondary-tier focus of the initiative. Continue to share JCI member content.
September	Video/Panel on Mental Health, article on Mental Health for website. Initiative update for September Newsletter.		Work on third facet of the initiative.
October	Prepare Initiative-focused event/content for World Congress showcasing efforts. Video/Panel on a facet of the initiative, article for website, content for newsletter		Continue to publicize member content, and enhance conversation with WHQ marketing materials. Prepare for World Congress.
November	Release supplementary material to coordinate with World Congress, produce "best-of" article for website, newsletter content	World Congress	Think of specific event at online WC to discuss the three key focus areas.