



TOOLKIT

Partnerships 2023

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1. Introduction

1.1. What is a partnership?

A partnership is an arrangement where parties, known as partners, agree to cooperate to advance their mutual interests. The partners in a partnership may include individuals, businesses, interest-based organizations, governments or a combination of these groups.

We partner to increase the likelihood of achieving our mission, amplifying our reach, increasing brand awareness and visibility, facilitating membership growth and retention and achieving financial sustainability.

We designed our collaborations based on our Four Areas of Opportunity:



2. Institutional partnerships

2.1. What is an institutional partnership?

An institutional partnership is an agreement where the parties involved are non-commercial organizations or do not involve any kind of financial agreement.

An institutional partner can be one of the following types of entities (owned or controlled directly or indirectly, by any of the following types of entities),

1. A commercial/investment bank, trust company savings bank, financing company, or similar institution
2. Insurance companies
3. Educational or institution or foundation
4. Governmental agencies
5. Credit union, trust, or endowment fund
6. Board of Governors of the Federal Reserve System, Loan Insurance Corporation or by any successor hereafter exercising similar functions

7. Organizations with similar missions
8. Any combination of one or more of the above-mentioned entities.

2.2. Who are JCI's current institutional partners?

JCI's current institutional partners are :

The United Nations
International Chamber of Commerce
WBAF World Business Angels Investment Forum
AIESEC
SDSN Sustainable Development Solutions Network
Ban Ki-Moon Centre
The Possibilists
Business Network International BNI

2.3. What are these partnerships about?

These partnerships have a main goal to amplify our reach and increase our partnership network. Through this type of collaboration, we look to add value to our products by creating innovative opportunities. Ex: Having speakers invited to our events, a know-how exchange, visibility, network access, etc.

United Nations (UN)

The United Nations and JCI have a rich and collective history. In 1945, after the Second World War, the funds of JCI and the United Nations charted their organizations on the idea that young people working towards mutual understanding could prevent another holocaust. Each held its first General Assembly meetings in 1946, JCI and the UN started working together to promote peace and prosperity throughout the world through individual leadership.

JCI has been working with one of the United Nations' main bodies, the UN Economic and Social Council, since 1954. Currently, there are 6343 organizations holding a consultative status. 142 of them hold a [General Consultative Status](#), and we are one of them. This enables us to work and collaborate with ECOSOC and its subsidiary bodies. In regards to the SDGs, we are closely working with different agencies and foundations to push the Sustainable Development Goals including the UN Foundation to support the [Global Goals Week](#) with our JCI RISE VIRTUAL SUMMIT initiative last year as well as working on actively participating in the SDGs Forum.

We also work and collaborate with other UN bodies and subsidiary bodies like the UNWTO (United Nations World Tourism Organization), UN Global Compact, SDSN (Sustainable Development Solutions Network), and others. Understanding how these bodies work will enable National Organizations to explore opportunities and work together on common goals through our initiatives.

We are currently working on presenting the "Universal Declaration of Human Duties for Leaders" to the Office of the United Nations High Commissioner for Human Rights (OHCHR)

and the Office of the Secretary General’s Envoy on Youth.

Contacting the UN in your country on behalf of JCI should be done with local emphasis and solely on a partnership project basis, not through a request for a grant from the UN system. This helps build credibility and trust in our relationship and establishes JCI as a key player in the UN system

Please note that contacting any UN agency should be done with a JCI letterhead, [historical references](#), and project/initiative proposition.

International Chamber of Commerce (ICC)

Our partnership began in 1983. This partnership is centered around collaboration on projects aligned with our JCI RISE initiative, ICC and the [Centres for Entrepreneurship](#) have actively participated in our JCI RISE Summit event in 2022 to raise awareness on SDGs and tackle one of the JCI RISE pillars “Sustaining and Rebuilding economies” through business resilience.

We are also committed to reciprocal participation at annual events and engaging NO with National Chambers in different activities.

Working with the ICC can be sectioned in two ways:

- Working with the ICC directly on initiatives or,
- Working with ICC sanctioned-local chambers to connect on initiatives

To connect and learn more about the ICC networks closest to you, the best first step is to create a profile for your JCI Chapter on their Chambers Connect platform: [Chambers connect](#), once approved you will be able to log-in and access the platform and create a page for your National Organization where you can share events, activities, projects, etc. to collaborate with other chambers. For instructions read the following [Manual](#).

World Business Angels Investment Forum (WBAF)

Our Partnership began in 2015 but became official in 2020, and renewed in 2022. This partnership is centered around financial and digital inclusion, female entrepreneurship, and leadership which allows us to High-level speakers for events and provide a great source of contact for members.

The partnership also provides great support on business-related projects (CYE, crowdfunding and smart finance) and opportunities to join events with local WBAF members, around angel investment and startup opportunities.

Please note, to reach out to WBAF High Commissioners and Senior Senators in your country and Local Presidents to reach out to WBAF Senators and International Partners. Contact WBAF on their website: www.wbaforum.org

AIESEC

AIESEC and JCI joined forces in 2015. The partnership is centered around individual

development, leadership, and cooperation. Its members are mainly young people aged 18-25, with many of their head locations based in universities and they serve as an incubator for members to join JCI after their AIESEC journey.

We also incentivize reciprocal participation at events.

Please note, to work with AIESEC, contact the local chapter requesting a local partnership with the JCI letterhead and Global Memorandum of Understanding (MOU). Future contact protocol is being established with AIESEC.

Ban Ki-Moon Centre for Global Citizens (BKMC)

The Ban Ki-Moon Centre for Global Citizens is a nonprofit organization that focuses on leadership, mediation, advocacy, and education, particularly for women and young people.

Combining our mutual interests in leadership and societal development, JCI works with the Centre to address today's global challenges.

Business Network International (BNI)

With over 275.000 members worldwide, Business Network International (BNI) is the world's largest business networking and business referral organization. The partnership began in 2020 and its main focuses are business networking, entrepreneurship, leadership development, and with a latter stage focus on joint member retention/recruitment.

BNI has locations and Chapters in most areas all around Europe. To learn more about collaboration opportunities visit www.bnipartner.com/jci/ and request a contact from a local chapter near you, or send me an email if you would like a personal introduction.

2.4. How can national and/or local organizations benefit from these institutional partnerships?

This type of partnership gives Local and National organizations the opportunity to connect with a new segment, exchange ideas, collaborate on projects, amplify the audience, and attract new members.

You can access our institutional partnership agreements [here](#).

3. Financial partnerships

3.1. What is a financial partnership?

A financial partnership is a mutually beneficial agreement that involves a financial commitment or contribution on behalf of the partner to benefit JCI, JCI Foundation or any JCI National or Local Organization. Within financial partnerships, corporations, SMEs, foundations or individuals are usually interested in accessing a global network, increasing their visibility and reach, accessing potential clients or contributing to the leadership development of young people. As for us, we look to reduce costs, attract financing and reach financial sustainability.

3.2. What is JCI Club 100?

The JCI Club 100 is an exclusive club of 100 partners who are passionate about investing in JCI, its mission and its vision. A Club 100 member will get access to VIP space to connect with JCI partner CEOs and representatives, and exchange across industry sectors unified by a common passion - supporting the future.

The JCI Club 100 program offers four tiers that partners can choose to be a part of. Each tier offers a different selection of stellar benefits with the highest level being Platinum, then Gold, Silver, and Bronze. To be a part of each tier, a minimum investment amount must be made. Make sure to invest soon, as each level has limited openings.

	BRONZE 1.000 USD	SILVER 3.000 USD	GOLD 5.000 USD	PLATINUM 10.000 USD
<ul style="list-style-type: none"> • Visibility on JCI Virtual Community and presentation on JCI Partnerships page • Business Networking Sessions with JCI Members at JCI World Congress and Area Conferences 	Included	Included	Included	Included
<ul style="list-style-type: none"> • Speaking opportunities at one Area Conference of choice 		Included	Included	Included
<ul style="list-style-type: none"> • One social media post about the Partner • Complimentary VIP Registration for one Area Conference of choice 			Included	Included
<ul style="list-style-type: none"> • Speaking opportunity at JCI World Congress • Complimentary VIP Registration for JCI World Congress 				Included
<i>*All benefits are subject to a calendar year</i>				
	40 openings	30 openings	20 openings	10 openings

Please find more information about this program [here](#).

3.3. What is a JCI Corporate Partner

A JCI Corporate Partner is a organization/corporation/foundation or entity that JCI has a custom financial agreement with where JCI commits to certain terms and conditions in exchange of a financial contribution on behalf of a partner. This includes but is not limited to Sponsors for any JCI Program (CYE, TOYP, JCI RISE) or JCI Event (Area Conferences or World Congress).

3.4. What is the difference between a JCI Club 100 member and a JCI Corporate Partner?

Corporate Partners are automatically JCI Club 100 members depending on level of financial contribution however not all JCI Club 100 members are JCI Corporate Partners.

3.5. What is the difference between a JCI Club 100 member and a JCI Foundation donor?

The JCI Club 100 program is directed to companies and the JCI Foundation to individuals. Learn more about the JCI Foundation [here](#).

3.6. Who are JCI's current Financial Partners?

JCI doesn't currently have any Financial Partners. Several potential agreements are under negotiations including but not limited to:

BNi

Turkish Airlines

NFTIV

3.7. What are these partnerships about?

Depending on the objectives of each partner the agreement may include:

- Visibility on all official JCI communication channels
- Visibility at JCI Events
- Access to VIP events and sessions
- Participation on special boards, panels and events
- Speaking opportunities
- Private meeting with JCI members, ambassadors, BOD members or alumni

Each partnership agreement is tailor-made to meet the special needs of each corporate partner. We focus on offering products and services that can be delivered, so expectations are met to avoid any unsatisfactory partnership experience. We avoid agreements that involve sales targets as we can't promise sales revenue, however, we can promise exposure, visibility, and marketing within our network. This type of partnership can also involve training and masterclasses access for a specific number of people (corporate employees/executives) through our platform, collaborations in projects, speakers, etc. Find all partnership opportunities [here](#).

3.8. How can national and/or local organizations benefit from these financial partnerships?

National and Local organizations can benefit from this type of partnership by collaborating with our partners in events and projects, amplifying reach through their network, increasing visibility, and connecting with a new segment.

Local and national organizations can contact any JCI Corporate Partner (by contacting JCI's Partnerships team) to propose a local or national financial or institutional partnership.

3.9. What is our sales pitch? (Main selling points)

Our sales pitch consists of five main selling points:

3.9.1. Events (All Four Area Conferences and World Congress)

We offer marketing opportunities to either promote a product or service within our network during the Area Conference of choice and/or World congress. We can also offer special sessions and speaking opportunities.

In addition, packages can be elaborated to cover specific targets that the potential partner is interested in. Example: a specific package that exclusively includes the Asia-Pacific Conference and European Conference with only the option to have a booth at the conference.

3.9.2. Training & Masterclasses

We offer opportunities to create specific content that can attract a specific target audience and add value to our products. This type of package is usually designed for universities and institutions.

Training and masterclass access can be a benefit added to any package according to the potential partner's needs at a special/discounted price that can be negotiated in accordance with the number of people to be benefited by it.

3.9.3. Virtual Summit (JCI RISE)

This is a great opportunity to have partners involved in projects that are SDG-related. Most of our partners are engaged with the United Nations Social Development Goals and are interested in being associated with this type of initiative. Offering endorsement opportunities can facilitate the expansion of the JCI RISE SUMMIT which intends to increase awareness based on our three main pillars:

SDGs aligned with JCI RISE:

- Sustaining and Rebuilding Economies
SDG 9: Industry innovation and infrastructure
SDG 11: Sustainable cities and communities
SDG 12: Responsible consumption and production

- Workforce Motivation
SDG 1: No poverty
SDG 4: Quality education
SDG 8: Decent work and economic growth

- Preserving Mental Health
SDG 3: Good health and well-being

Please download the presentation of the program [here](#).

3.9.4. Competition (CYE)

One of our main products is the Creative Young Entrepreneur Program. The core of the CYE program is for young leaders to showcase their up-and-running businesses. CYE challenges young entrepreneurs to critically and creatively think by requiring them to provide an in-depth sustainable business model. This competition promotes and supports innovation, sustainability, and creativity. Many brands look for opportunities to support young innovators. Please download the presentation [here](#).

3.9.5. Awards (TOYP)

JCI recognizes incredible global leaders at the forefront of creating change. Through the Ten Outstanding Young Persons of the World Program (TOYP) we seek out the world's brightest young innovators across every industry. We award researchers responsible for medical breakthroughs, humanitarians rehabilitating warzones and innovators working to solve complex global issues like climate change or food production. Winners go on to be strong ambassadors for the JCI brand and contribute their depth of knowledge in a variety of ways.

The program offers an opportunity for growing leaders to be motivated to keep moving forward by emphasizing the contributions of young people as we foster continued innovation and creativity. The top 10 honorees are awarded in different categories - certain award categories are open to corporate sponsorships and endorsements depending on the interest of the partners in question.

- Business, Economic and/or Entrepreneurial Accomplishment
- Political, Legal and/or Governmental Affairs
- Academic Leadership and/or Accomplishment
- Cultural Achievement
- Moral and/or Environmental Leadership
- Contribution To Children, World Peace and/or Human Rights
- Humanitarian and/or Voluntary Leadership
- Scientific and/or Technological Development
- Personal Improvement and/or Accomplishment
- Medical Innovation

3.10. What packages do we offer?

Our packages are divided into 3 categories:

1. Bronze
2. Silver
3. Gold

PARTNERSHIPS OPPORTUNITIES

	BRONZE	SILVER	GOLD
2.800 USD <small>*Participation only</small> <ul style="list-style-type: none"> • One free pass to the European Conference, accommodation included for the event (4 days - 3 nights) • Access to our Partnerships Networking sessions 			
10.000 USD <ul style="list-style-type: none"> • Sponsor mentioned in JCI Social Media posts article (5 posts per year on all social media platforms) • Partner message included in JCI Newsletter • Partner Networking Meetings • Promotional materials included in Area Conference complimentary welcome bags 	☑	☑	☑
20.000 USD <ul style="list-style-type: none"> • Posts/articles about the sponsor on the JVC platform, JCI website, and printed program • Sponsor Logo on JVC platform, Splash page • Guest Speaker • Banner ad on the JVC platform • 1 Complimentary pass to an Area Conference of your choice • One booth at Area Conference • Promotional materials included in the World Congress complimentary welcome bags 		☑	☑
75.000 USD <ul style="list-style-type: none"> • Guest Speaker in 4 Area Conference • 1 Complimentary pass to 4 Area Conferences • One booth at 4 Area Conferences • 1 Complimentary pass to the World Congress 			☑

Please find the presentation and packages [here](#). You can also download the editable templates [here](#).

3.11. What is the difference between sponsorship vs. name partners?

Name Partners are mentioned on all communications related to the Program that they chose to support. A Name Partner also benefits from category exclusivity (no other competing company can become a partner or sponsor of that JCI Program). A sponsorship may refer to a particular type of visibility and participation.

3.12. How can you increase financial partnerships?

Financial sustainability and less reliance on member contributions are key priorities for JCI now and in the future. We focus on presenting JCI's programs, events and network to as many potential financial partners as possible. These potential partners and sponsors are considered leads.

The strategies to get as many leads as possible and maximize sales potential are:

1. Leveraging institutional partnerships to have access to foundations/ corporations/ individuals and SMEs that can be interested in JCI's Partnership opportunities
2. Participating in Partner events to network and reach potential financial Partners
3. Make JCI Partnerships opportunities clear to the entire JCI network
4. Leverage JCI's alumni and ambassadors network to obtain actionable leads
5. Design a special Partner track for JCI Events
6. Invite potential financial partners to participate in panels, events and programs of JCI in order to experience the quality and span of the JCI network
7. Make clear Partnerships materials easily available for online access and automate processes.
8. Attend relevant events to promote JCI's visibility within the corporate ecosystem

4. Actionable leads

4.1. What is an actionable lead?

An actionable lead is a contact determined to be a prospective client, potentially becoming a partner that has shown interest in our organization's products and services. An actionable lead is a contact of a person within an organization with decision-making power.

4.2. How can you share an actionable lead with the WHQ Partnerships team?

You can send an introductory email, introducing the contact (actionable lead) to us and requesting a formal meeting with the Partnership Team. You can also share their interest and other information that you think can be beneficial to the negotiation process. If you have an actionable lead, let us know by completing the following [form](#).

4.3. What does JCI do with the leads shared?

We will contact them and schedule a meeting to share in detail the partnership opportunities available. We will do previous research on the company, and the person's background and prepare materials to be shared during the meeting.

4.4. How can you be involved in the process of acquiring a new partner?

You are welcome to participate in the meeting with the WHQ Partnership Team. The focus of the first meeting is to learn all the details about the business, interests, and needs of the potential partner in order to elaborate a proposal that is adequate to their needs and demand.

5. Contact partners

5.1. How to contact a global partner?

When contacting our partners via email, always copy the WHQ Partnership Director and the WHQ Partnership Manager to help and assist when needed.

United Nations (UN)

Contacting the UN in your country on behalf of JCI should be done with local emphasis and solely on a partnership project basis, not solely a request for a grant from the UN system. This helps build credibility and trust in our relationship and establishes JCI as a key player in the UN system.

Contacting any UN agency should be done with a JCI letterhead, historical references, and project/initiative proposition.

World Business Angels Investment Forum (WBAF)

Please visit WBAF official website [here](#).

Find the latest Memorandum of Understanding (MOU) signed [here](#).

International Chamber of Commerce (ICC)

To connect and learn more about the ICC networks closest to you, the best first step is to create a profile for your JCI Chapter on their Chambers Connect platform: [Chambers connect](#), once approved you will be able to log-in and access the platform and create a page for your National Organization where you can share events, activities, projects etc. to collaborate with other chambers. For instructions read the following [Manual](#).

Please refer to the list of ICC Global Chambers [here](#).

Please find the latest Memorandum of Understanding (MOU) signed [here](#).

AIESEC

To work with AIESEC, contact the local chapter requesting a local partnership with the JCI letterhead and Global Memorandum of Understanding (MOU). Future contact protocol is being established with AIESEC.

Find the latest Memorandum of Understanding (MOU) signed [here](#).

Ban Ki-Moon Centre for Global Citizens (BKMC)

Please contact us directly if you are looking to collaborate with them, we will put you in touch with the respective representatives.

Business Network International (BNI)

To connect with BNI Chapters for collaboration opportunities, please visit www.bnipartner.com/jci/ and request a contact from a local chapter near you, or send me an email if you would like a personal introduction

Please find the list of BNI Global Chapters [here](#).

6. Join a partner's event

6.1. How can you participate in a partner event? (under what circumstances?)

Depending on the type of event and Partnerships agreement we will share opportunities through the following channels:

- JCI Board of Directors
- JCI Committees
- JCI Newsletter
- JCI Social media channels

If you are interested in a specific event please don't hesitate to contact the Partnerships Team or area Growth and Development team and we will do our best to make your participation possible.

Visit our [Partnerships Page](#) for more information, and download our JCI Global Partnerships [here](#).