

“Fostering Relations with Japan-Focused Organizations”



JETAA USA REGIONAL CONFERENCE

JANUARY 11, 2014

2:50 – 3:50 PM

**JENNIFER BUTLER
JETAA USA
COUNTRY REPRESENTATIVE (US3)
MUSIC CITY JETAA**

Why is this important?

- Chapter Benefits

- Branding
- Volunteer resource
- Added Value
- Cost Effectiveness

- Membership Benefits

- Utilizes connections and talents of existing members
- Attract new members

- Community Benefits

- Economic Development
- Academic Outreach
- International Exchange Opportunities (homestay, KAKEHASHI, etc)

- Chapters w/ 501(c)3

- Increases attractiveness for some kinds of support

- JET & JETAA Mission

- This ultimately will support our overall mission
- Provide opportunities for recruiting

Japan-America Society of Tennessee – Young Professionals

- JAST is 501(c)3 with extensive ties in economic development in TN
- JETAAMC officers are automatically members of JAST YP
- Mutual promotion of events
- Cost-sharing & networking

TN Foreign Language Institute & ESL To Go

- TFLI is TN's premier provider of ITS, Foreign Language & ESL classes & TESL certification
- “ESL To Go” support & advocacy
- Mutual promotion of events
- Job opportunities & Training

A decorative graphic consisting of two concentric circles, one red and one white, centered above the title.

JETAA USA & Sister-Cities International

- SCI is a 501(c)3 serving as the national membership organization for individual sister cities, counties & states
- Actively seeks strategic institutional partnerships to support its members
- Similar emphasis placed on grassroots-level outreach
- JETAA USA National Initiative
- JETAANC & SCI Annual Conference Potential Collaboration

Tips & Advice

- Formulate a plan
- Be persistent
- Timing is important
 - Ex. National Quilt Museum
- Build Capacity
 - Start small & expand (or not!)

Activity #2 - Handout

- JETAA USA & SCI PowerPoint



- Brand your chapter – when they think of “Japan” they think of your chapter!
- Become a resource for your CGJ
 - Especially if your chapter is located in a different state!
- Temporary relationships are okay (and may be preferable)
 - Ex. Traveling Exhibitions, Major Events only, Conferences/Annual Meetings held in your city
- Re-evaluate partnership when necessary



- Create Chapter Intro Letter Template
 - For initial contact
 - Also, to send out whenever you identify new Japan-focused orgs
- Establish Timeline Depending on Your Situation
 - Adjust to when major events take place in your area
- Create Guide for Future Chapter Reference
 - Use the list we made as ongoing resource

- Share the news!
 - Let the CRs know what activities your chapter is doing. For Facebook posts, etc.
- Adapt as JETAA USA continues to evolve
 - Laying the groundwork now will help position us as we develop our national capacity.