

JUNIOR OPTIMIST BRANDING

Rationale: The Junior Optimist Board discussed the importance of having “Junior Optimist” listed somewhere in the name of every new chartered Club. This would allow immediate recognition externally and would also allow all Clubs to have continuity. The Junior Optimist International name and logo has been updated with the new Optimist International branding guidelines and this would further allow consistent Club recognition.

Motion Requested:

That the Junior Optimist International delegates approve the following addition to the JOI Policy for Governance at the 2017 Convention in Albuquerque, New Mexico.

POLICY VI: NEW CLUBS

SECTION 1: Requirement for Affiliation. Alphas, Junior Optimist, and Octagon Clubs with their sponsor, (unless no sponsor is available as determined by Optimist International), applying for membership in this organization, shall submit written application for affiliation using the forms provided by the JOI Clubs Department at Optimist International, including officer election report, bylaws, membership roster and fees as established by Optimist International and JOI. **New Clubs are required to have “Junior Optimist” listed as part of the Club name.**