

# SOCIAL, SERVICE AND YOUNG PROFESSIONALS GROUP

A new concept was born last December designed to strengthen our existing Clubs and to reach out to new demographics. The Social, Service and Young Professionals Group, or “Club within a Club” initiative, combines the best of both worlds for membership and new Club development.

## Here’s How It Works

A Club recruits 15 new Members of any age range and adds all 15 to the Club roster at the same time. The Club Secretary-Treasurer then notifies the Optimist International Membership Department to note the development. The Social, Service and Young Professionals Group carries with it a new Club building credit for the Club and the District, and a Builder of Excellence credit for up to two people. There is no new Club fee of \$425. The regular new Member fee of \$15 still applies and regular dues will be assessed for the new Members. Programs such as \$30 under 30 will apply to the new Members and any of the new Optimists can be designated as a Friend of Optimists. The new group can hold its own meetings, elect its own officers, and develop its own project(s) while still helping the “parent” Club with its projects. The new Social,

Service and Young Professionals Group’s finances are handled through the parent Club’s account. People eligible for the program must not have been a Member of any Optimist Club for four months prior to becoming part of the Social, Service and Young Professionals Group.

These new Optimists can come from any demographic area such young professionals, veterans, teachers, people of retirement age and so forth. The point of the program is to rejuvenate our existing Clubs with a small membership roster. Reach out to groups in your communities that otherwise might not become Optimists, develop a new Optimist Club without having to travel great distances, or give an opportunity to individuals to provide volunteer service to more young people.

The Social, Service and Young Professionals Group is a way for your Club to expand their outreach and strength in their community. A Social, Service and Young Professionals Group could provide a traditional Club with an increased volunteer work force to tackle more complex projects and provide a platform for younger professionals to join an Optimist Club.



# SOCIAL, SERVICE AND YOUNG PROFESSIONALS GROUP AKA “CLUB WITHIN A CLUB”

## FREQUENTLY ASKED QUESTIONS

### What is a “Club within a Club”?

A “Club within a Club” is a group of at least 15 new Optimist Members who are added to your Club in order to expand service to your community. They are still Members of your Optimist Club, but they function somewhere outside the scope of your Club’s traditional membership base and activities.

### What are some examples?

Examples include:

- A morning or afternoon Club who adds 15 new Members by adding an evening meeting to accommodate community Members unable to meet during the day.
- A Club with an older membership base who brings in a group of young professionals or college students to bolster membership, help with existing projects, and bring new ideas and excitement.
- A Club who recruits a group of teachers or other school personnel to work directly with the school.
- A traditional Club who partners with a group of coaches to add sports program to their Club’s activities.
- A group of Members who focuses solely on one project all year like a major town fair or childhood cancer. Think of them like an expanded committee.

The point of a “Club within a Club” is to get Optimist Club’s to think “outside-the-box” in their membership recruitment and activities. There are unlimited possibilities!

### How do I form one?

Look for any opportunities within your community. An opportunity could be a special project that needs to be accomplished or another volunteer group in your area to mutually benefit from a partnership with your Optimist Club. Consider your Club’s current membership. Are there any groups in your community that you are failing to attract? Examples include younger people, teachers, men, women, etc. The most successful Optimist Clubs have diverse memberships reflecting a cross-section of all ages, genders, professions, and backgrounds existing in their communities. Why are these groups not joining your Club? What could you do to change that? A common example of an Optimist Club who fails to attract younger Members or working people because they meet in the morning or afternoon.

### What is the cost?

There is no Charter fee. Clubs will be billed for the Members of the “Club within a Club” in the same manner in which they are billed for other Members. A regular, adult Member still pays the \$15.00 processing fee and full International and District dues. If they are Friends of Optimist, college Members, \$30 under 30, etc., they will be billed accordingly. Any class of Optimist Member may be included in a “Club within a Club.” They will be included in your dues billing along with your other Members.



### **Does the “Club within a Club” have its own officers?**

They may have *informal* officers to help conduct their meetings and business. The main Club’s officers and Board of Directors are still the legally responsible party.

### **Can they open their own bank account?**

Maybe. The “Club within a Club” does not have their own unique governmental filing information, which is required for nonprofits to open a bank account in most countries. You would need to ask your bank about the process of opening another account using the same governmental filing information.

Groups that wish to have their own officers and/or bank account may be better off as a new, independent Optimist Club. (See below for more information.)

### **How does this differ from new Club building?**

A “Club within a Club” is not fully autonomous to operate how it chooses. The main Club’s Board of Directors is still legally responsible for the new group’s activities and finances. This is great for groups who do not wish to worry about Club administration, officer elections, governmental filings, etc. Many groups wish to be autonomous. If a group wants to have their own legally responsible officers, bank accounts, etc., they should be formed as a new Club. If you are unsure if a group should be a new Club or a “Club within a Club,” call the Membership Department at 800-500-8130 ext. 226.

### **When did this start?**

This is something your Optimist Club has always been able to do. You are autonomous to decide whom you recruit, when you meet, and what projects you do. The only difference is that now there is a New Club Building award credit and Builder of Excellence award tied to expanding your Club as of the 2016-17 Optimist year. The new group may also receive a roll-up Creed banner, if desired.

### **When does it end?**

This is not an incentive with a set end date. We plan to continue to award New Club Building credits as long as Clubs are participating in this incentive. Expanding and diversifying our Clubs is critical for long-term viability.

### **My Club just had a successful membership recruitment drive and added 15 Members. Do we receive credit for a “Club within a Club?”**

While this is a great accomplishment, it is not a “Club within a Club” unless these 15 Members are doing something differently than your Club’s traditional activities.

### **If the “Club within a Club” eventually decides it should become its own Optimist Club, will they be able to?**

Yes.

### **If they do break off to form their own Club, will the original Club be hurt for awards purposes?**

No.

### **Once we have identified and recruited our 15 Members, how do we notify Optimist International?**

All 15 Members must be added on the same day. You may add the Members yourself online at [optimistleaders.org](http://optimistleaders.org). After the 15 Members have been added, notify Optimist International that you have done so at the contact information at the bottom of this page. You may also send the full list of names and contact information to Optimist International to add the new Members to your Club’s roster for you.

