



NOW

NEW OPTIMISTS WELCOME

Timeline for your **NOW** Event

Clubs interested in replicating a Zone-wide NOW event can follow this suggested timeline:

- Lt. Governor selects a small planning committee comprised of District and Club leaders
- Date, location and type of event are determined
- Clubs in Zone are invited to participate in event

- Sample invitation letters are distributed to participating Club Presidents (sample letters can be found at www.Optimist.org/NOW)
- Club Presidents compose invitation letter and ask Club members to send out to community-minded individuals

- Planning committee meets to create event agenda, invite speakers, plan exhibits, confirm location and determine menu

- Club Members follow-up with invitations and begin to build guest list
- Each participating Club is asked to turn in names of guests to planning committee

- Guests are sent a personal reminder of event
- Planning committee confirms speakers and agenda

- Members and guests enjoy a fun social event and learn more about what Optimist Clubs in their area do for the kids.
- Guests are invited to join a Club of their choosing and given information about meeting times and locations of each Club in the Zone.s and locations of each Club in the Zone.

- Club President follows up with guests with a personal thank you note and makes sure they are invited to a Club meeting of their choice.

- Induction ceremonies for new Members can be planned for the next District quarterly meeting or next Club meeting. Invite new Members to attend an orientation to introduce them to Optimist International. At this time, the Personal Growth & Involvement (PGI) program could be introduced.

8-12 weeks out:

6-8 weeks out:

4-6 weeks out:

2-4 weeks out:

1 week out:

Night of event:

Follow-up:

A step further:

Contact Member Services at membership@optimist.org for additional resources and ideas.

www.optimist.org/NOW