Marketing is essential for Clubs to attract new Members, establish a strong basis in the community and effectively “bring out the best in kids” through Optimist programs. According to the American Marketing Association, marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.”

It sounds complicated, but the secret is that marketing can be simple. As Optimists, you are the best source of marketing for your Club. You understand the value of being a Member and working with the children in your community. Now it is up to you to share that value with others, so your Club can grow, attain new Members and help more kids.

At the 2012 International convention in Milwaukee, Vice President-Elect Jim Boyd presented two Club marketing workshops. The response was tremendous. Jim and those in attendance worked to compile the following list to get every Member excited about marketing and sharing the value associated with being a part of their Club.

The best time to start marketing is now!

**TOP TEN:**

**#1 You and Your Story**

There is no better way to tell people about the organization than to explain why you are an Optimist or why you are a Member of an Optimist Club. The personal approach should always be number 1 as it is often the most effective.

**#2 Websites**

Every Club should have one. When marketing the Club in person, it makes it much easier to give a detailed perspective if an Optimist can say, “Check out our website at www.youroptimistclub.org.” Please make sure Optimist International knows about your Club’s website if you already have one.

**#3 Social Media**

Utilize resources like Facebook, Twitter and LinkedIn. These are some of the best ways to connect with the 35 and under crowd. The best part is they are all free. Visit the social media page of the Optimist website for guides on how to utilize social media.

**#4 Optimist Marketing Kit**

The kit is full of useful information about how to market your Club and resources to help. It is free and available on the Optimist website www.Optimist.org.
Ways to Market Your Club

#5 Traditional Media
Do not discount the effectiveness of radio, television and newspaper in today’s technology-based society. Send press releases and photos to local media outlets.

#7 Personal Stories
This can be incorporated into # 1, but think outside the box. Try filming 30-second video clips of Members telling why they are Optimists and posting them on the Club website and Facebook page.

#8 Meet the Optimists
A Club could set up an informational table at a restaurant or grocery store. Invite people to ask questions and learn more about Optimism. The forum could be used as a way of inviting prospective Members to learn more about your Club without running a NOW meeting.

#6 Public Events
Make sure your Club is part of the community. Members should attend farmer’s markets, state and county fairs, leadership classes and other local events. Potential Members should know that Optimists value their community.

#10 Club Clothing
Wear your Optimist pride on your sleeve…literally. It is an easy way to promote your Club, but it makes a strong statement. Members can wear t-shirts promoting the Club during your next project and then showcase their Optimism on any given day.

Partner with Another Community Group
Consider working with another community-based group in a mutually beneficial relationship. Run a joint project so each group effectively markets the other.

Sponsor a local sports team
Just imagine a team of little league players all wearing jerseys with your Club name and the Optimist logo. The team gets funding and your Club gets to showcase how they serve youth.

BONUS!