



Optimist International  
4494 Lindell Blvd.  
St. Louis, MO 63108  
[www.optimist.org](http://www.optimist.org)





“Optimism creates opportunities to weave the innocence and wisdom of different generations.”

**Information prospective Members might want to know:**

## Club Meetings

To make our Club meetings enjoyable and appealing, business is conducted at Committee and Board meetings open to all Members. Club meetings feature fellowship and networking, interesting speakers and programs, and volunteer and leadership opportunities.

**Our meetings are every/at:**

**Meetings last:**

**Our Club meetings are held at:**

## Our Club

Our Club was organized in:

The

Optimist Club was our sponsor.

Our Charter Membership consisted of

Members.

Of those Charter Members,

are still active in the club. We now have

Members who participate in  service

projects throughout the year.

With all of the potential members here tonight,

we could help an additional

(potential Members x 35) kids.

## Membership Growth Program

“NOW” is a term of immediacy that is an acronym for New Optimists Welcome. It is a program designed to capture the interests of prospective Optimist Club Members. Think of leaders and active as well as new citizens in your community who have valuable skills and the desire to help your current members “Optimists bring out the best in youth, our communities and ourselves.” The central feature is a dinner (or a series of dinners) at which the goals and activities of the Club are explained and prospects are invited to join.

A “NOW” program is designed to last approximately four weeks, not including the planning and follow-up. The program can be repeated as often as needed. The “NOW” meeting must be at a time when prospects will not be rushed. Be sure to look at your community calendar for possible conflicting events. It is important that every new Member receive the official process of education, enrollment, induction, orientation, and involvement.

# Key Elements in the “NOW” Program

## Ready...

- ☑ Club Members identify potential new Members
- ☑ Send letter to each prospective Member inviting him/her to the “NOW” dinner
- ☑ Personal invitations to prospects by table hosts
- ☑ Think about how to prepare the event room
- ☑ Prepare the presentation
- ☑ Order applications from Optimist International

## Set...

- ☑ “NOW” dinner
- ☑ Show and Tell about your local Club and Optimist International
- ☑ Invitation to join Club
- ☑ Completion of Member application and...

## Go!

- ☑ Follow-up with prospects who did not join at dinner meeting
- ☑ Preparation for next dinner if required to reach recruitment goal



# Bylaws

Our Club is governed by our own bylaws, which comply with the Bylaws of Optimist International. Our Membership represents a cross-section of men and women who reside or have interests in our community.

The membership fee is: \$

Annual dues are: \$

per year, per Member.

## Service Activities

Because of the wide variety of opportunities in our community, our Club focuses on  LIST CLUB ACTIVITIES

**Information prospective Members might want to know:**

## Sample Recruitment Presentation

In order to serve youth and community effectively, a Club must have able, dedicated Members. We seek women and men of good character with a keen interest in serving our community. This is why you are here. We believe you are that kind of person. We need you to share our mission. We need the new ideas and talent you will bring to our Club. It is not often that one has the opportunity to meaningfully affect the lives of others. Through Optimist Club membership, you will have this opportunity. With you, we can become a better Club. With you, we can provide greater service.

Your table hosts will be glad to answer any questions you may still have about our Club or the Membership applications. We hope that you will complete the application tonight so that we can add you to our Membership. Your commitment to “bring out the best in youth, our communities and ourselves” through Optimism will send our community’s future in a positive direction.



**“Opportunities to provide hope,  
create a sense of meaning in  
our lives.”**

## Agenda

- ✓ Call to order
- ✓ Invocation
- ✓ Meal service
- ✓ Welcome and purpose of meeting
- ✓ Introduction of Club Officers
- ✓ Introduction of prospective Members
- ✓ Q & A
- ✓ Testimonials from the youth and organizations your Club has helped
- ✓ Collect applications and fees
- ✓ Take photos of new Members and Sponsors
- ✓ Creed/Adjourn



## “NOW” and Beyond

Conduct the dinner as planned. After the presentations and the recruitment speech, provide an opportunity to complete Member applications. If applicable, collect dues and fees. Most Clubs collect the full Membership fee and a prorated portion of the dues, based upon the balance of the dues period. If, for some reason, a check will not be written at the time, arrange for personal connection. Follow-up with any prospects who did not join. Involve

Members added through the “NOW” program; each should participate in all elements of the membership experience. It is especially vital that each new Member is quickly involved in activities. The Club Secretary-Treasurer should complete the Club Roster Adjustment and submit the new Member processing fee for submission to the Optimist International Office. The program cannot be completed successfully unless the new Members are officially enrolled.