



Dear 2017-18 Club President,

These are exciting times. You are just weeks away from taking the controls of your Optimist Club for the coming year. For some people, they can't wait. For others, there is some uncertainty for what lies ahead. But regardless of where you stand, we believe growth will make your year more enjoyable, more fulfilling and will bring a level of energy to your Club that it has not seen for a while.

Growth is more than a six letter word. This is the time in which you can take growth and turn it into motivational tool. Evidence shows people get excited when like-minded individuals join a cause. In this case, more people joining your Optimist Club means more help at the next project, more camaraderie and more impactful ideas to help your community.

This is your time to make growth an avenue toward a healthier Club by extending its reach into another community. You can target a nearby community where an Optimist Club does not exist.

In as little as two months, you can create and execute a plan to execute a plan to sponsor an Optimist presence in a new community. New Club development is challenging, yet fun, and it leads to sometimes a lifetime association with people you otherwise would have never met had you not decided to "build" a new Optimist Club.

Regardless of whether it is a membership program to bolster your own ranks or an initiative to spread the Optimist message to a new community, rest assured the Growth Team at Optimist International is ready to assist. We want you to be successful in your year as President and we have a myriad of tools and resources available to help you.

So, please consider growing your Club and the organization in the coming Optimist year. We look forward to serving your needs.

Sincerely,

A handwritten signature in black ink that reads 'Jim Boyd'.

Jim Boyd
Director of Strategic Growth
Optimist International

New Club Building: Ten Step Program

After contacting the New Club Building Department about your intent to build a new Club in a given community, the Growth Team at Optimist International recommends the following ten steps to lead the completion of the project.

1. Identify a community within an hour drive of your Club.
2. Contact Chamber of Commerce, City Hall, United Way and local school leaders to determine unmet needs for children in the community.
3. Develop a project to meet one of those needs by partnering with an existing organization.
4. Use the project as a membership recruiting opportunity. Evidence shows people are more likely to join a cause with defined goals.
5. Once you have found a handful of potential Members, schedule an informational meeting to explain what your Club could do in the community, the financial responsibilities of membership and the value of becoming a Member. Values include helping children through projects, coming together with like-minded people, and Member access to personal growth and leadership development programs.
6. Have adequate membership applications to be handed out at the beginning of the meeting and filled out at the end with the Charter Member fee check attached. (Recommended amount – \$30)
7. Schedule weekly meetings for existing Members to bring guests to learn about the new Club initiative and the benefits of becoming a Member.
8. Once the recruiting drive has reached a minimum of 15 Members, contact Optimist International at NewClub@optimist.org for a field representative to be scheduled for the organizational meeting. Two weeks' advance notice is requested. You must have a minimum of nine of the initial 15 Members present at the organization meeting to Charter the Club.
9. Mentor the new Club with a representative of your Club present at several of their initial meetings for the new Optimists to be encouraged going forward and guided toward success.
10. Celebrate the development of the new Optimist Club at a "Charter Banquet" to be held within 60 days of organization.

The Growth Team at Optimist International can help you every step of the way to assure success with your project, as can your District New Club Building Chair.

For questions, contact Jim Boyd, Director of Strategic Growth, by calling (800) 500-8130 ext. 227 or emailing jim.boyd@optimist.org.