

Mission, Vision and Purpose

The role of the leader is to build a team and motivate it to achieve common goals. These goals derive from the mission and purpose of the club. The leader's vision lays out the path to achieve these goals. It is important for the leader to communicate this vision early in the year as it will provide a roadmap for the coming year.

This vision should include goals for the year. Goals should encompass the following club activities:

- Community Service
- Fundraising
- Membership Growth

While it is commonly understood that members join clubs to help children and serve the community, leaders often promote club membership in terms that sound like there is a lot of work without explaining the personal benefits a member derives from Club membership. A clearly defined mission and purpose will help members promote club growth.

The mission explains the why of what we do, and this is what motivates people to join our cause. The mission of Optimist International is to "bring out the best in kids". This mission gives meaning and purpose to what we do. Yet an Optimist Club does more than that for its members. The Optimist Club promotes optimism which leads to happier, healthier and more successful lives. The Optimist Club promotes personal relationships. A strong network of personal relationships is one of the strongest predictors of longevity in people. The Optimist Club promotes a stronger community providing meaning and purpose beyond our day to day struggle to provide for our families. The Optimist Club promotes personal and professional development through networking, leadership roles and the Personal Growth and Involvement (PGI) program. All of these benefits of membership need to be cultivated in the club environment, and the leader must incorporate them into the goals, vision mission and purpose established early in the year.

The next page contains the Mission, Vision and Purpose of Optimist International. These do not encompass all of the items listed above, because it is the club that provides these benefits. It is up to the Club Leader to provide the vision that incorporates them in the Club mission and purpose.



Mission Statement

By providing hope and positive vision, Optimists bring out the best in kids.

Vision Statement

Optimist International will be recognized worldwide as the premier volunteer organization that values all children and helps them develop to their full potential.

Purposes of an Optimist Club

- To develop optimism as a philosophy of life, utilizing the tenets of the Optimist Creed;
- To promote an active interest in good government and civic affairs;
- To inspire respect for the law;
- To promote patriotism and work for international accord and friendship among all people;
- To aid and encourage the development of youth, in the belief that the giving of one's self in service to others will advance the well-being of humankind, community life and the world.