

Club Presidents-Elect Training Faculty Guide



Presidents-Elect Training

Introduction

Club Presidents are leaders who inspire others to serve youth for a better community. The President is the Chief Executive Officer in a volunteer people job. As such the primary **job of the President is to motivate and manage the volunteer efforts of others, and provide a club environment that brings value to the volunteer experience.**

Training Objective: (sample) To teach Presidents-Elect the skills they need to lead their Clubs to a successful year.

Your Objective:

Learning Outcomes: Club Presidents will have a better knowledge of their role in making their Clubs successful. Club Presidents will be more effective in leading their volunteers, presiding at meeting, growing their Clubs, and providing value to the volunteer experience.

Date: Presidents-Elect training schedule at your District Convention:

Location:

Duration: Seven hours of training time. If the full time cannot be obtained, portions of this curriculum may be given at training sessions at the first quarter District Conference.

- **Coordinator:** The Governor-Elect is responsible for training with assistance from the Leadership Development Committee.
- **Faculty:** The Governor-Elect, qualified District leaders, and Certified Trainers. Also utilize the expertise of the Optimist International Representative. Find out what they do best or prefer. Lieutenant Governors-Elect should be encouraged to attend. They may serve as roundtable discussion leaders.
- **Materials:** This Faculty Guide with Participant's Workbook, Optimist International's recognition information, flip charts and markers, an agenda, and handouts.

Note: The Faculty Guide, Participant's Workbook, and recognition information are available at www.optimist.org and www.optimistleaders.org. Determine if the International Representative or other trainers need audio visual equipment to make any of their presentations.

- **Seating:** Roundtables are suggested for use with this agenda.
- **Agenda:** Use the following agenda. Fill in the starting times and the names of the presenters. One month in advance, send a copy of this agenda to all presenters along with a photocopy of their topic outline as contained in this section. This agenda represents techniques of leading, presiding, and growing a Club.

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Suggested Agenda for Presidents-Elect Training

Time	Minutes	Subject	Presenter
	30	Faculty Meeting	
	60	Registration	
	10	Welcome, Introduction & Objectives	
	10	Governor-Elect's Address	Governor-Elect
	10	Accepting the Challenge	
	05	Club Organization	
	10	Break (Secretary-Treasurers leave room)	
	15	President's Role	
	20	Resources for Success	
	05	Board of Director	
	05	Finances	
	15	Break	
	05	Getting Started – Things to Do	
	20	Delegating Committees	
	60	Lunch Break	
	25	Board Meeting	
	20	Club Meeting	
	10	Club Reports	
	15	Annual Club Planning Conference (ACPC)	
	15	Break (Secretary-Treasurers return to room)	
	15	Goal Setting	
	05	Success Through Growth	
	25	Membership	
	15	New Club Building	
	10	Service to Youth	
	10	PGI	
	10	Communications	
	15	Optimist International Recognition	OI Representative
	10	Keys to Success	
	10	Questions and Answers	
	10	Closing Remarks	Governor-Elect

Each item on this agenda is explained in the following paragraphs

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Faculty Meeting (30 minutes)

This is to review the training agenda and build on the impact you expect to make.

- Discuss training objectives
- Discuss how to make attendees feel important and valued. Make the Governor-Elect and each training team member greets and personally welcomes each attendee
- Review Agenda: stick to topic and stay on time
- Review the principles of leading a roundtable discussion. See the introduction of this Faculty Guide.

Registration (1 hour)

This is a greeting area where attendees can get name badges, information about the conference and handouts. This may also be a good place for coffee and soft-drink breaks.

Also, this is an excellent area to set up for taking photographs of the Presidents-Elect (Photographs can be used in newsletters, directories, and news releases for Presidents who obtain Honor status)

This common area is a good place to have your next year's key committee Chairs available for discussion, questions, and information distribution.

Welcome, Introductions, and Objectives (10 minutes)

The Governor-Elect, host or other person coordinating the training may open the meeting. This introduction may include:

- Welcome to attendees
- Invocation by _____
- Pledge to flag and/or Toast to country(ies) in attendance

- Objectives of the training
- Housekeeping announcements
- Introduction of faculty

Governor-Elect Address (10 minutes)

This is the time for the Governor-Elect to set the tone for the training and for the year.

Suggested topics include:

- Theme and purposes of Optimist International and District
- Vision or Mission for the District in the coming year
- Expectations of Club Presidents (and Secretary-Treasurers, if joint session).
- Importance of being Honor and Distinguished

Accepting the Challenge (10 minutes)

Role of the President

What are the challenges to being President? The President is the Chief Executive Officer of the Club.

As the attendees to brainstorm the characteristics of a good Club leader. List them on a flip chart. Discuss and put a star next to the ones the group feels are most important for the success of the Club.

Answers might include: be committed, be friendly, be optimistic, delegate, smile, promote fellowship, be a good listener, be tactful, be appreciative, recognize accomplishment, be persistent be organized, be dependable, be good a good public speaker, and care.

Being a President is a "people business" in motivating and managing the efforts of volunteers.

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- Introduction of the Governor-Elect

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Training Tip

Action Ideas

During training, encourage Club Presidents-Elect to keep a list of “action ideas” they hear during the training sessions. Several times throughout the day stop and share the ideas Club Presidents-Elect are going to put into practice in their Clubs.

Club Organization (5 minutes)

Look at the diagram of the Club Organizational Chart. Observe the role and function of each of the positions on the chart. How can this be used as a tool in building a strong team?

Presidents Role (15 minutes)

List the activities and responsibilities that are part of a Club president’s role:

- Motivate and manage the efforts of the Club volunteers
- Chair all Club and Board of Directors meetings
- Provide leadership that adds value to the volunteer/member experience
- Coordinate and encourage the execution of the Club Programs and Policies
- Representing the Club at community events and meetings at all levels of Optimist International
- Participate in the District Board meetings
- Oversee Club growth activities
- Collaborate with the Clubs Personal Growth Chair to encourage the personal and professional growth of all members.

One of the primary role of the President is to motivate and manage the efforts of the Club volunteers. The ability to do this will inspire Optimists to serve in a variety of ways that will make a stronger, larger, and more active Club.

Motivate and Manage: The role of Club President is a complex job. The President must be able to motivate the Club members and then manage their efforts. The variety and dynamics will change many times during the course of the a year.

As some one once said, “the Club president’s role is to light a fire under his or her members (motivate) and run along beside them (manage).”

Ask the participants to brainstorm ways in which a President can “Motivate” volunteers. List the responses on a flip chart. As you do this, discuss the importance of each answer and provide a sense of priority. Answers should include:

- Be enthusiastic
- Be optimistic
- Be friendly and outgoing
- Call people by name
- Call attention to birthdays and anniversaries
- Listen carefully to others and respect their opinions
- Write personal notes of “thank you” and “congratulations.”
- Teaching others or getting people to District training can inspire volunteers to do a good job. Knowledge is a catalyst for motivation.
- Recognition, thanks, and appreciation
- Care

“People don’t care how much you know, unless they know how much you care.”

A president has the opportunity to manage the efforts of member/volunteers by simply asking them to do something in a personal way and them recognizing them. Ask new members to recruit another new member. Ask a new member or an inactive member to lead the opening pledge or toast, then recognized them for doing so. Ask a member to provide a program then recognize them for doing so. Use this pattern and you will eventually get more volunteers wanting to contribute.

When asking, tell the individual what you want done and why they would be the best person to do it. Give them direction and resources but allow them the

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flexibility to tell you how they would like to do the job or project.

Ask the participants to list the many things they might ASK a member to do. List the responses on a flip chart. After the list is made, write next to each task whether it is appropriate for a new member, inactive member or active member. Answers may include:

- Greet a door (new)
- Pledge to Flag or Toast to country(ies) in attendance (new)
- Arrange a program (inactive)
- Get a new member (new)
- Build a new Optimist Club (active)
- Be chair of a committee (active)
- Serve on a committee (inactive or new)
- Lead the Optimist Creed (any)
- Give invocation (any)
- Write Club bulletin (active)
- Sell raffle tickets (any)
- Go to District Conferences (any)
- Visit a new club with the president (active)

Publicly recognize members who do the job. If recognition is not deserved, under no circumstances embarrass members in front of others but talk to them individually. The amount of recognition should be relative to the importance of the accomplishment.

Resources for Success (20 minutes)

Club leaders have a number of resources available to them. They also have a number of publications from Optimist International available. Review each of these and observe the type of information that is in them. Other resources include:

- District Governor
- District Secretary-Treasurer
- Assistant Governor
- Lieutenant Governor – the role of the Lieutenant Governor is to assist the Clubs in the Zone and help them succeed. The Lieutenant Governor will have official contact with the Club through:

- a) installation of incoming officers
 - b) the Honor Club Planning Conference
 - c) four quarterly Zone meetings, and
 - d) a mid-year Club visitation
- District Committees. Discuss the type of help they can provide and what the District Directory can do.
 - The Recognition policies. Give a quick overview since this is covered in detail later.
 - Other Optimist International materials such as Optimist International and Club Bylaws, New Club Building Handbook, programs and activities literature, videos and audio types, Skills Development Modules and the Optimist International web page (www.optimist.org or www.optimistleaders.org)
 - District Conferences and Convention to share ideas with other Clubs.
 - International Convention
 - Optimist International St. Louis and Montreal staffs

Board of Directors (5 minutes)

The Board of Directors is the governing body of an Optimist Club. A Club's success depends on how well the Board functions, and the quality of its leadership. Club members elected to the Board must be committed to the job.

The following constitutes the Club Board of Directors according to the Standard Club Bylaws:

- Six elected Directors (three elected each year for two-year terms)
- President (elected)
- Two Vice Presidents both elected each year)
- Secretary-Treasurer or separate Secretary and Treasurer (appointed by the President and approved by the Board)
- Past President (serves the year immediately following his/her year as President)
- President-Elect (if Club bylaws provide for this office)

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Duties of the Board of Directors

The Club Board of Directors is obligated to keep Club members informed. Non-Board members may attend Board meetings, make reports, and speak on various issues. However, only Board members (the official representatives of the membership) may vote on Board matters. On occasion, particularly when a project or activity is important or expensive, the Board may submit the question for non-binding or binding input. Other duties of the Board include:

- Develop the Clubs program of activities.
- Approve and supervise the budget.
- Oversee the annual verification of all Club accounts.
- Approve all proposed members.
- Develop long-term and short-term plans for the Club.
- Formulate appropriate policies.
- Submit issues to committees for detailed study.
- Receive all committee reports.
- Inform all members of Board activities by Club's news bulletin and when necessary, Club meetings.
- Activating and accelerating the work of Club committees.
- Establish disciplinary measures for members whose conduct have been deemed inappropriate or have not paid their Club dues.
- Fill vacant offices between elections.
- Identify causes for weak participation at meetings and the lost of members and take appropriate actions the correct these problems.

Finances (5 minutes)

Adequate financial records are as important to an Optimist Club as to a business. The Club's Secretary-Treasurer or Treasurer should establish financial

records that are easily understood. Monies raised from the community for service projects should be held in a "youth fund". Accounting wise, these monies are kept separate from the general fund which represents funds for the purpose of Club administration. All financial transactions are to be reported to the Board of Directors each month.

Budget: The President working with the Secretary-Treasurer or Treasurer, and Board of Directors should develop a budget at the beginning of the year to provide guidance to the Club's administration to where and how to spend the Club's funds.

At best, a budget is a guidepost; compare real verses budget each month and make the necessary adjustments as required. Budget adjustments should have full Board approval and should not be made more frequently than once a quarter.

Incorporation: Optimist Clubs should be incorporated as not for profit organizations under the Optimist International umbrella exemption which gives each Club a certain amount of autonomy of function.

Fund Raising: No Optimist Club can fulfill its reason for existence, service to the community, without adequate financial resources. The extent of financial requirements depends upon the nature of the Club's community-service activities. Community support can only occur if citizens are aware of the service performed by the Club.

Your Finance Committee researches and recommends fund raising projects. The selection of the right fund raising project is extremely important. With good leadership and at least 75 percent of the members behind a project, it can be successful. After a specific project has been approved, the President appoints a Committee from the Club's membership to conduct the project.

Fund raisers must obey all government laws and regulations. The best fund raisers provide high income with low investment, have minimal risk, build morale and fellowship and maximize Club name recognition.

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Getting Started – Things To Do (5 minutes)

As a Club President there is a lot to do. So where do you start? Certainly there are a lot of resources and ideas available from Optimist International, your District, and Lieutenant Governor. Start with the basics and allow ideas and interests of your members to help you form a plan of action and move your Club forward. You as President are there to ask people to volunteer, guide their progress, recognize their efforts, and add value to their lives.

- Plan and conduct meeting with your Board of Directors.
- Establish your goals and objectives.
- Establish your calendar for the year.
- Select your committee chairs.
- Develop and adopt a budget.
- Meet with the Past President.
- Conduct first regular Club meeting.
- Conduct an “Annual Club Planning Conference.
- Review and utilize the “Club President’s Checklist” (www.optimistleaders.org).

Delegating Committees (30 minutes)

Since much of the work of the Club is done by committee chairs and their committees, a Club President should spend time reviewing what each committee does for the Club.

Role play – divide into groups of two. Review a list of what each Club Standing Committee is responsible for. Each pair selects one committee and one participant asks the other to serve on a committee filling out a committee action plan.

- President explains why they are being chosen to be the chair
- President explains expectations and objectives
- Together they develop an action plan

The ask for volunteers to ask his or her partner to serve as that committee chair in front of the other participants. Choose several pairs to repeat this exercise representing a number of different Club committees. This exercise will also serve to educate President-Elects on the function of the various Club committees.

JOI Club Chair: This chair works directly with a local JOI Club and the JOI Club Advisor. Sponsoring a JOI Club gives your Club more personal one-on-one mentoring and long-term impact on youth than any other project. The young JOI members learn volunteer service as a positive alternative to drugs and violence. Some of the most enjoyable and personally fulfilling projects are those in which a JOI Club works right along with and adult Club on a Club service project.

Public Relations Chair and Bulletin Editor: This committee shares information about the Club with its membership and the media in the community.

Club Foundation Representative: The Foundation Representative facilitates the donation of funds to be used by Optimist International’s Foundation for the benefit of the service aspects of the organization.

Club Director of Personal Growth & Professional Development: This chair promotes, explains, and encourages members to participate in the attainment of various levels of accomplishment in the personal Growth & Involvement (PGI) Program and/or the Professional Development program. This chair also keeps track of the requirements met for each level of the PGI and/or the PDP program.

Presiding at Meetings (5 minutes)

As a Club President you will preside at two types of meetings; the Club Board of Directors meeting and the general membership meeting.

Optimists have adopted “*Robert’s Rules of Order*” for official use in parliamentary procedure. Some Clubs are more formal than others in its use. Its purpose is to allow a diversity of opinions to be expressed and considered but allow the majority of the group to

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decide the issues. To organize discussion, a motion is usually placed on the floor for consideration and then decided “for” or “against” before moving on to the next issue. Parliamentary procedure is also used to keep a meeting moving forward with decisions rather than wasting time with unresolved discussion.

Committee meetings of the Club are usually informal but also require a process to create a plan that includes a committee objective, a chair, and actions to be done. (see Committee Action Plan). This action plan is then brought to the Club’s Board of Directors meeting by the chair for acceptance, rejection, revision or referral back to the committee.

- Plan and conduct meeting with your Board of Directors.
- Establish your goals and objectives.
- Establish your calendar for the year.
- Select your committee chairs.
- Develop and adopt a budget.

The Board Meeting (25 minutes)

The function of the Board of Directors is to conduct the business of the Club. Its responsibilities are:

- To oversee projects and activities
- To oversee financial resources
- To approve or delete Club members
- To formulate and enforce policies

The Board of Directors consists of the Club President, Secretary-Treasurer, Vice Presidents, and Directors. The Directors may or may not be committee chairs.

Monthly committee reports to the Board of Directors help to manage the efforts of the committees

The Club Secretary-Treasurer records the meeting on the Board minutes form provided. Usually just the motions and who made them is recorded. Review the sample Board meeting agenda found on the www.optimistleaders.org.

Your first Board meeting should address the following:

- Approval of your Secretary-Treasurer appointment
- Authorization of signatures for all accounts
- Review and revise if needed the role and responsibilities of each Board member
- Establish goals and objectives for the year
- Approve the Club’s budget
- Review and revise Club bylaws as required

Roundtable discussion: Divide into groups of 6 to 8 around a table to discuss one of the following:

- a) A committee chair who has an important project coming up next week does not show up to report at a Board meeting. What might you do as Club President?
- b) A committee chair is supposed to arrange an Essay Contest with a local school official. The entry deadline has passed. What might you do as Club President?
- c) A Club Bulletin Editor is highly motivated but needs direction on writing a bulletin. What might you do as Club President?
- d) A member brings a project to your Board but they turn it down because it is not consistent with the purposes of Optimist International and the Club. What might you do as Club President?

Optional: Each roundtable reports their possible actions back to the whole group.

Secrets of a Successful Board Meeting

- Meet a pre-determined time
- A convenient location that is easily accessible to everyone

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- President has prepared his/her agenda in advance
- Secretary-Treasurer has distributed a meeting announcement/reminder to all Board members and attendees
- All Board members and attendees arrive at the meeting on time
- Follow the agenda
- Avoid meaningless discussion

The Club Meeting (20 minutes)

When members get together, this is the time to have fun and enjoy the fellowship of each other. Your job as President is to give value to the member's volunteer experience, make each member feel he or she is welcome, and make Club meetings fun, entertaining, and informative.

As such, business is not conducted at a general membership meeting unless it is to conduct new officer elections, to change membership dues or meeting locations, or address Bylaws issues.

Planning for each meeting can be easy if Club President prepares a simple agenda. An outline version of the agenda can be distributed by the Bulletin Editor as a way of informing members of what will be taking place at the upcoming meeting.

Club meetings that are well run, fun, have fellowship, and feature interesting programs will increase attendance and attract new members.

First Club Meeting

- Brief report on the International Convention and/or District Convention
- Goals and objectives for the year
- Announce committee chairs and appointments

Ask Presidents-Elect to brainstorm a number of different ways to have fun at a Club meeting. List the ideas on a flip chart.

- Fining - make sure it is for fun and not done to generate income

- Asking members to share a "joke of the day"
- Dressing up as the "President of Optimist International" and giving a talk about the year's theme
- Bringing in funny programs
- Recruiting and Attendance games
- 50/50 raffles

Ask Presidents-Elect to brainstorm a number of different ways to promote fellowship at Club meetings. List the ideas on a flip chart.

- Greeter at the door
- Recognize birthdays and anniversaries
- Shake hands, smile
- Laugh at yourself and funny situations

Ask Presidents-Elect to brainstorm about a variety of interesting or fun programs. Answers might include such things as:

- Palm reader
- Profile three members at random (good backup plan if a program cancels)
- Skits (dress up as Governor and give a talk)
- Skills Development Modules - two hour module may be presented in a six week series
- Highlight a local business
- A hobby of a member
- Find interesting people in local news paper
- District Chairs can speak on a number of Optimist subjects
- College speakers bureau
- Government officials (without endorsement)
- Government agencies
- "NOW" Program (New Optimist Wanted)
- Explain Personal Growth and Involvement (PGI) Program or Professional Development program (PDP)

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Club Reports (10 minutes)

Districts and Optimist International require a minimal number of reports and provide the necessary forms, as well as the convenience in some cases of filing them electronically.

Accurate and timely reporting provides a vital link between Clubs, District and the International Office. Complete and “on time” reports present a concise picture of Club progress and growth, and aid District officers in generating the most effective kind of assistance and guidance.

Club reports include the following:

- **Club Roster Adjustments** - The Club Roster Adjustment form provides the Club an opportunity to make membership additions, deletions and address changes at any time during the administrative year. It also provides for reporting changes in President, Secretary-Treasurer, and spelling corrections.
- **Club Pride Report** - Clubs must submit a Club Pride Report to Optimist International by August 31. When completed, the report should accurately reflect all the activities sponsored by the Club or in which the Club participated for the year just completed. This form is available online at www.optimistleaders.org.
- **Club Officer-Elect Report** - Clubs must submit a Club Officer-Elect Report, either on the official form or electronically, to the International Office no later than May 20 or immediately after a change occurs. The names and addresses of the President-Designate and Secretary-Treasurer-Designate are to be reported on this form. To access the form electronically, go to www.optimistleaders.org.
- **JOI Club Reports and Awards** - Clubs that sponsor Alpha, Junior Optimist and/or Octagon Clubs must file Officer-Elect Reports by May 30. Club rosters are due by October 1. Both reports are filed with the International Office. Club awards are listed in the annual Youth Clubs Planning Guide. Deadlines vary from May 30 to September 30.

Lieutenant Governor Visits (5 minutes)

The Lieutenant Governor is an administrative arm of the District. Their job is to help your Club succeed by facilitating communication between the District and your Club and to be a resource to your Club. The Lieutenant Governor is required to make a minimum of two visits to your Club. They are as follows:

- **Honor Club Planning Conference** – Before November 15th, at a Board of Directors meeting to conduct an “Honor Club Planning Conference” and prepare a report to submit to the District.
- **Club Visitation** – Between April and July the Lieutenant Governor is required to visit during one of your activities such as a meeting or Club project

The Honor Club Planning Conference (15 minutes)

The Honor Club Planning Conference is a vital tool to getting buy-in of the Club’s leadership and Board and assists in determining the current status of the Club. This is usually done before the Optimist year begins. It is a meeting between your Lieutenant Governor and your Club’s Board of Directors. During this meeting the Honor Club Tracking Form will be completed.

The purpose of this report is to review where your Club is now so you may consider possible goals for the coming year. As you through the process, invite responses and ideas from your new Board of Directors.

The advantages of the Honor Club Tracking Form:

- Provides a basic plan for the Club’s activities
- Identify the specific needs to be addressed by the Club
- Provide a list of Club leaders
- Help the Club better understand the role of the Lieutenant Governor
- Confirm the organizational structure of the Club
- Help identify missing roles and functions

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- Provide important information to the District
- Inform members of the Board of Directors
- Establish a good relationship between the Lieutenant Governor and Club's Board of Directors
- Help to establish and consensus for Club activities during the year

Goal Setting (15 minutes)

Success can be defined as making progress toward a worthy goal.

Ask Presidents-Elect how they would define success. List the answers on a flip chart. The title of the page is "What is Success?"

After a few definitions are written, discuss the difference between personal goals and organizational goals. Suggest a connection between personal goals and the use of the Recognition Program as a road map toward goals.

Goals give focus and direction for all the things you do. As an Optimist Club President, you will have many opportunities and many challenges. A keen sense of perspective, values, and purpose will get you where you want to go. Goals should be SMART:

- Specific
- Measurable
- Attainable
- Realistic
- Timely

What are your goals?

How many more children will your Club serve this year? _____

How many new Optimist members will you personally recruit this year? _____

How many members will your Club add to its roster this year? _____

How many members will you lose? _____

What will your Club's net gain in membership be this year? _____

How many service projects will your Club conduct? _____

What one new and unique service project would you like to add? _____

How many of you members will achieve a new level in the PGI or PDP Program? _____

Will you bring Optimism to a new community by building a new Club? _____

Where? _____

When? _____

Write your ultimate goal as Club President. Write a vision statement as to how this goal will be communicated. Write specifics as to how this goal will be measured.

The first step toward bringing success to your Optimist Club is being engaged and committed as the President. This is a very personal concept to which only you can attest.

S = E + E

Success = Engagement + Effort

Success Through Growth (5 minutes)

Ask Presidents-Elect "Why grow?" List the answers on a flip chart. Answers might include: new ideas, more projects, better programs, more money, more friends, more resources for getting things done, Club achievement, Honor & Distinguished Club status, increased sense of pride, new leaders and more fellowship.

Growth = More Service = Success

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Membership (25 minutes)

Review the five steps of a comprehensive membership growth program. Explain how they can be used to increase the Club's membership.

- Participation - activate your members
- Recruitment - new blood means new programs, new additions to the Club's leadership pool
- Induction, Orientation, and Enrollment - respect, appreciate, and value
- Maintenance and Retention - a member saved is a member earned
- Attendance - build strength through activity

Be aware you will experience a loss of members. Some turnover is a normal part of a healthy Club. The key is to continue to grow your membership. It is critical to the success of your Club. Some of the losses your Club will incur are due to uncontrollable reasons.

Explain that all you have to do to get a new member is ASK

Role playing: Ask for volunteers to do a new member installation. Use the format provided by reading the script. Assign the roles of President, new member, new member sponsor, and Membership Chair.

- Light a candle to signify another Optimist
- Have everyone in the Club shake hands with the new member
- Turn down the light during the ceremony
- Have members pledge "I do" to each line of the ceremony

Ask the President's-Elect what are some of the uncontrollable issues that can cause loss of members.

Ask the President's-Elect what are some of the controllable issues and how they might avoid them.

New Club Building (15 minutes)

(Reference *New Club Building Handbook*)

Consider the challenge of building a new Optimist Club. It makes such a huge difference in the community but can start with just a few dedicated people.

Optional Skit: To illustrate the reasons to build a new Optimist Club pretend to interrupt the presentation by having two people wander into the room from different directions. One individual is dressed up like an adult in a humorous style (top hat, bow tie, baggy pants). The other is an adult dressed up as a funny kid (kneeling with shoes on knees, shorts pulled up, baseball cap on sideways, pony tail, etc.). They meet and talk with each other. The youth is bored and looking for something to do. Maybe the kid got in trouble recently. The kid laments, "if only there was an Optimist Club around here." Choose two people to make the skit funny and entertaining but get the point across as to why new Optimist Clubs are necessary.

Think about what building a new Club means to further the cause of the Optimist Organization. Why would you want to build a new Optimist Club?

Review the material in the *New Club Building Handbook*: Could this be the greatest community service project your Club has ever done?

- Getting started
- Planning the project
- Building the club
- The organizational meeting
- The follow-up program

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Ask for indications of Presidents who are interested in building a new Optimist Club. List their names on a flip chart. Tell them of the resources and support they have from the District and Optimist International.

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Interested in forming a new Optimist Club? The first step is to complete the New Club Building Sponsor Commitment form and submit it to the Optimist International office (Montréal for Canadian Clubs and St. Louis for all other areas). This filing officially announces your desire to take this important step and plugs you into some great resources that can help assist you in the process. Additionally, you can ask to receive complimentary materials to help you as you begin this process, including the *New Club Building Handbook*, membership applications, and a whole lot more.

Service to Youth (10 minutes)

Service represents the impact that an Optimist Club can have on the lives of young people and the community. Optimist are motivated by the opportunity to make a difference in the lives of young people and the betterment of the community.

A good service project will reflect the interest of the Club members and the needs of the youth and community. A good project will offer a chance to work together, have fun, for a good cause.

By participating in Optimist endorsed service projects you have access to planning and promotional materials and other Optimist to build an impact. Consider the following service projects for the coming year:

- Childhood Cancer Campaign
- JOI Clubs (Junior Optimist Octagon International)
- Youth Appreciation
- Essay Contest
- Oratorical Contest
- Communications Contest for the Deaf and Hard of Hearing (CCDHH)
- Respect for Law/Promotion of Non-Violence
- Optimist International Junior Golf Championships (OIJGC)
- Youth Safety Programs
- Tri-Star skills contests

Personal Growth & Involvement (PGI) Program (10 minutes)

The PGI Program is designed for individual members to have personal growth and to meet organizational goals. It is also a program that develops optimism as a philosophy of life.

Recognition for completing each of ten levels of achievement are:

- | | |
|--------------|--------------------------|
| • Level I | Bronze colored backing |
| • Level II | Green colored backing |
| • Level III | Burgundy colored backing |
| • Level IV | Blue colored backing |
| • Level V | Black colored backing |
| • Level VI | Purple colored backing |
| • Level VII | Gold colored backing |
| • Level VIII | Orange colored backing |
| • Level IX | Yellow colored backing |
| • Level X | Lapel Pin |

Generally, each level requires an individual to show accomplishments in each area of attendance, activity, growth, knowledge of the organization, self development, and communication. Certification for each level is made by the Club President, Secretary-Treasurer or Club Director of Personal Growth. Each member may progress at his/her own pace.

Each member has a passport which guides them through the ten levels of achievement and certification.

The benefits of the program are that it:

- Allows Club members to be recognized and appreciated for personal accomplishments
- Gives members and the Club an opportunity to learn about Optimism
- Offers personal growth opportunities to each member
- Increases member attendance and involvement in the Club

Presidents-Elect Training

Professional Development Program (PDP)

The PDP program is designed to enable people to grow as individuals, career professionals and Optimists. Similar to the PGI program, the PDP program has 13 levels that focus on the areas of Project Management, Marketing, Continuous Improvement and Communication Skills.

Completion of each level of the PDP is certified by either members of the Club, Zone or District and is recognized with a certificate for levels 1-10 and by a bronze, silver or gold pin for levels 11-13.

All members can participate in the PDP program just like the PGI program.

More information on both programs is available on the Optimist Leaders website.

Communications (10 minutes)

Through the news media, public information promotes the Club, its programs and activities as an asset to the community. Effective communication will have an impact on the success of a Club.

Internal information includes:

- Send out regular emails (minimum of monthly).
- Club bulletin via the internet recognizing participation of members and creating interest for upcoming events.
- Scrapbooks (annually) which bring pride and a sense of history for the Club President and the members.

External information includes:

- Press releases to local newspapers, radio, and television outlets.
- Postings on community bulletin boards, e-mail, etc.
- Public Service announcements to print and broadcast media.

List ways to improve communication in the community about your Club.

Optimist International Recognition Program (15 minutes)

Review the Optimist International Recognition and Awards criteria for the coming year. This program is designed to recognize people who achieve goals which result in a better Optimist Club and service to youth and community

Club Recognition

“Bringing out the Best” Club

(Banner patch then year bar thereafter)

- Complete at least two service projects a year
- Complete the Club Pride Report
- Be Current on District and OI Dues
- Add two or more members
- Conduct a Membership Recruitment Drive (i.e. NOW Program)
- Recognize a Club member or local community individual

Honor Club

(banner patch, year bar with Club President’s name and year; thereafter a year bar with Club President’s name)

- Complete three or more service projects a year
- Complete Club Pride Report and Club Officer-Elect form
- Recognize a Club member or local community individual
- Grow Club by net plus 3 in membership
- Appoint a Club Foundation Representative and make a non-restricted contribution to the OIF or CCOF
- Conduct a Membership Recruitment Drive (i.e. NOW Program)
- Club President, Club President-Elect (or tow Designees) attend District Convention (or two other District meetings/conferences)
- Be current on District and Optimist International dues

Distinguished Club

(Watch for club President and secretary and/or treasurer, a banner patch with the Club President’s name; thereafter a year bar with club President’s name and watch)

- Meet Honor Club Criteria plus
Net plus 15 OR
Build one or more a New Clubs OR
Increase by Net plus 8 and build two or more JOI Clubs

Presidents-Elect Training

Keys to Success (10 minutes) A leader must always:

- Plan for the worst and inspire for the best
- Work to create a positive climate
- Persevere against all odds
- Develop and teach
- Strive to become the person you would like to work with
- See challenges nor barriers
- Be governed by the hope of success not by the specter of failure
- Inspire positive thinking in your team
- Eliminate all rumors in your team
- Act as an exemplary team member no matter how they feel
- Believe in their team at all time
- Accept the responsibility for the success of failure of the team
- Accept, recognize, and appreciate your team members
- Look out for synergy everywhere and with everyone
- Leave your ego at the starting line
- Ask and accept help – It is a gift for the one who wants to help
- Give the credit to someone else
- Inspire your team by giving them the opportunity to take charge and by asking them for advice
- Know when to lead and when to manage

Questions and Answers (10 mi

Presidents-Elect Training

Closing Remarks (10 minutes)

- Ask the Presidents-Elect what they are taking away from the training they received
- Review what you feel are the important concepts to remember in this training
- Restate your vision for the District in the coming year
- Challenge your Club Presidents-Elect with some specifics such as: lead your Club by example or recruit the first new member in your Club