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CCC offers playful way to raise funds for a good cause

Some programs come pre-packaged for convenience

# HOTLINE

Optimist International's Leadership Publication

Vol. 31 No. 3

February 2008

## Letter from the President



My fellow Optimists,

The Governors all gathered together just a few weeks ago for the annual Governor's Conference. I believe each and every Optimist leader came away with renewed motivation as we approach the halfway mark of the 2007-2008 Optimist year.

One thought that I would like to share with you is this concept: Go put your strengths to work.

This goes hand in hand with our Optimist Creed and most notably with a line we all know so well: "To look at the sunny side of everything and make your optimism come true."

We need to take a look at our Clubs, our Zones, our Districts. What areas are thriving? We must set aside our weaknesses and redirect our energy toward our strengths. We must always remind ourselves to tap into our own talents and the talents of those Optimists around us. This is a fairly simple yet powerful way to boost morale. Leave behind the weaknesses that prevent you, your Club and your District from moving forward. Focus on the positive and successful, and watch optimism grow around you.

With that in mind, go put your strengths to work!

Theo Golding  
President  
Optimist International

## Spousal Membership: Pass What You Love on to Those You Love

For once, time is not running out! For all of those Optimists out there who have not yet taken advantage of the Spousal Membership offer, you can breathe a little easier. The Spousal Membership program has been extended through September 30, 2009. If you have not yet gotten around to asking your spouse to join you in Optimism, you still have plenty of time! But don't forget that the earlier they join, the more they save.

Beginning on February 15, 2008, a spouse of an Optimist Member can join at a discounted rate, and the discounts don't expire until the end of the 2008-2009 Optimist year! As of February 15, when a Member's spouse joins their Club, the new Member's quarterly dues will be reduced by half for each billing date through July 2009. In addition, the processing fee will be waived. That's a lot of savings for your Club and your spouse!

The new Spousal Membership offer begins February 15. Some restrictions apply. Click here for an application and more information.

For questions, call (800) 500-8130 or e-mail [membership@optimist.org](mailto:membership@optimist.org).



## Get Youth *Moving* with Tri-Star Sports

Tri-Star Sports skills contests allow Optimists the chance to offer a unique approach to sports. With this community activity, Clubs can encourage local youth to get outside and get active!



Tri-Star Sports Skills Contests are designed for youth ages 8-13 and test three skills in baseball, basketball, football, soccer and hockey. Clubs can hold one or several of the contests at a time.

The contests are a great way to bring youth together in the spirit of fun competition. Each skill offers opportunities to increase a child's self-confidence and encourage physical fitness.

The Tri-Star planning guide is available on the Publications page of the Optimist International website at [www.optimist.org](http://www.optimist.org). The guide contains contest rules, lists of equipment needed, diagrams of how to set up events, entry forms and scoring instructions. These materials are suggestions that Clubs can modify to fit their own program.

While you're at it, why not invite the local newspapers and television stations to the event? A fill-in-the-blank press release is available on the Forms page of the Optimist website. Just type your Club's information into the specified fields, print the form and mail copies to publicize your event. Ask a well-known local television reporter to compete in one of the events to see how their skills measure up!

While there is no International-level Tri-Star Sports contest, there are District-level competitions in some areas. To find out if there is a District contest in your area, please contact your District Activities Chair.

## Circle the Dates: Upcoming Essay Contest Deadlines

February 28 is the deadline for submitting your Club's winning entry for the Essay Contest to the District Essay Chair. District entries will be judged and the winners must be submitted to Optimist International no later than April 15. International judging will be completed in May and winners will be announced at that time.

## Promote Your Club <sup>a</sup>n Promote Optimism <sup>d</sup>

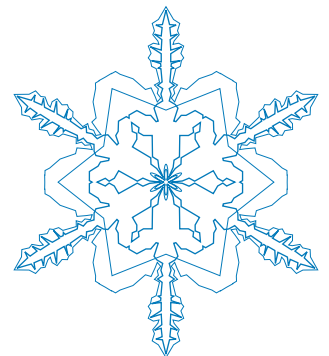
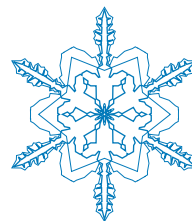
Marketing can seem like a daunting task to those who have never tried it before. A Club Marketing/PR Kit is now available from Optimist International to make getting the word out about Clubs that much easier.

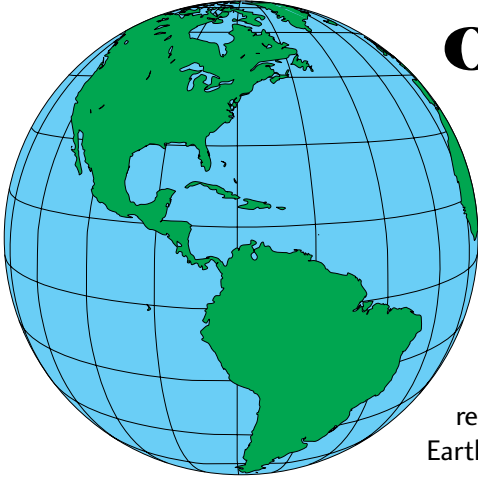


The kit includes some basic components that Optimist Clubs should be aware of when promoting their work in the community and attracting new Members. The kit includes a copy of the "I am an Optimist" DVD, a copy of the CD of radio public service announcements and a CD full of sample press releases about a variety of topics, information about the Optimist road signs and "how-to" guides for everything from how to effectively install a road sign in the community to how to create a tagline for the radio PSAs.

The kit will automatically be sent to all New Clubs. Existing Clubs may also receive the kit by request.

For more marketing ideas, check out the marketing section of the website by going to [www.optimist.org](http://www.optimist.org), looking under "Members" and clicking on "Marketing." To request a Club Marketing/PR Kit, e-mail [programs@optimist.org](mailto:programs@optimist.org) or call (800) 500-8130.





## Optimist Members Go **Green** for Earth Day

Optimists have demonstrated a strong commitment to improving their local communities and also the world around them. In keeping with this focus on community improvement, the Optimist International Board of Directors has named June 7 as Optimist Earth Day. This date was chosen to coincide with World Environmental Awareness Week, which is June 2-6, 2008.

Clubs can participate in any way they choose. Members could plant a tree or collect recyclables from the community to take to a recycling plant. Clubs could sponsor an Earth Day Fair to teach youth about conservation, recycling and reducing pollution.

Earth Day projects can tie into programs already sponsored by the Club.

If your Club works with the Childhood Cancer Campaign, offer to plant flowers around the house of a family dealing with cancer or plant a tree in honor of a patient who has passed away.

Talk to local youth about the importance of riding bicycles to reduce air pollution at your Club's annual bicycle rodeo.

If you sponsor a JOOI Club, get them involved and make it a joint project. The possibilities are endless and every Club's effort will play an important role in improving the environment.

As you are planning the event, don't forget to take advantage of the opportunity for publicity! Sample news releases are available on the Optimist website and can be sent out before and after your Earth Day event. The releases can be found by going to [www.optimist.org](http://www.optimist.org), looking under "Members" and clicking on "Marketing."

After the event, please send information about your Club's Earth Day project and photos to Optimist International, Attn: Programs Department, 4494 Lindell Blvd., St. Louis, MO 63108 or via e-mail at [programs@optimist.org](mailto:programs@optimist.org). Pictures will be displayed at the 2008 International Convention in Grapevine.

## Deadline Approaches for Bylaws Amendments

Please take time to re-evaluate the Optimist International Bylaws and make sure they continue to effectively serve the organization. By doing this, you and your Club can help shape and improve all of Optimist International.

If your Club wants to recommend a revision, it must submit a proposed amendment citing the article and section, and exact proposed wording change to all articles and sections cited, along with a written rationale (in 200 words or less) for the change. The Club must submit the proposal on Club letterhead signed by the Club President. The proposal may be e-mailed or faxed to the International Office but the original Club letter must be received in the International Office in order for the proposal to be considered. The rationale as submitted will be printed in the May issue of the *Hotline*. All submitted changes will be brought before Grapevine Convention delegates for vote and possible endorsement.

All proposed change submissions for the Bylaws must be received at the International Office by 5 p.m. (CST) April 3, 2008. **Items postmarked on or before but received after April 3 will not be accepted.** Please mail them to: Dana Thomas, Executive Assistant, Optimist International, 4494 Lindell Blvd., St. Louis, MO 63108.



## What's All the *Quack* About?

One lucky duck Optimist will come out on top during this year's CCC Duck Race at Convention. Make sure you have a duck lined up, because the real winners will be young cancer patients, and who wouldn't want to help them?

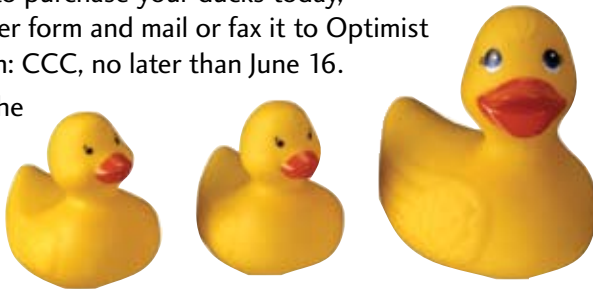
Yellow rubber ducks will be racing at the 2008 International Convention in support of the Optimist International Research Fund in Pediatric Hematology and Oncology and the Canadian Childhood Cancer Campaign.

Optimist International is conducting a presale to allow Members to reserve their ducks for the big race. Members can purchase a ticket for a rubber duck for \$10 US/CN. Every Member can participate, even those who will not be attending the Convention. Members must fill out an order form and submit it to Optimist International with a check, money order or their credit card information. Checks should be made payable to "OIF-CCC." There is no limit to the number of ducks each person can buy, but an order form must be completed for each duck purchased.

The presale is for a limited time only and all order forms must be submitted to Optimist International by June 16. After that date, ducks can be purchased in the House of Optimism at Convention during the normal hours of operation.

In addition to supporting the CCC, the first three ducks across the finish line will earn cash prizes for their owners. If you would like to purchase your ducks today, complete the order form and mail or fax it to Optimist International, Attn: CCC, no later than June 16.

To download the CCC Duck Race form, click here.



## Seek and Find on the Optimist Websites

If you can't quite locate that important form or piece of information on the Optimist website, let the new search function help! The Optimist International website at [www.optimist.org](http://www.optimist.org) is now equipped with a search bar, as is the Optimist Leaders website at [www.optimistleaders.org](http://www.optimistleaders.org). Optimists can simply type in the keyword they need, click search and look at the results. A search on either website will pull up results from both the Optimist website and the Optimist Leaders website.



## Convention Resolutions Process

Use the Convention Resolutions Process to your advantage! This communications vehicle can be used for any aspect of the organization not covered in the Bylaws. Clubs must submit resolutions by May 3, 2008, to the Resolutions Committee. The committee will choose the strongest resolutions and report them to Convention delegates on Saturday, July 5, for debate and vote (Note: Resolutions endorsed by Convention delegates are non-binding and are sent to the International Board of Directors for further consideration and study).

Please type resolutions on Club stationery and include your Club name, Club number and Club President's signature. All resolutions should be written in standard resolution format: "Whereas..., Whereas..., Whereas..., Be it resolved that the Board of Directors of Optimist International is asked to consider..." Please mail your resolutions to: Resolutions Committee, Optimist International, 4494 Lindell Blvd., St. Louis, MO 63108.

## JOCJ Members Have Deadlines to Meet

If you know JOOI Members who are heading to Convention in Orlando this year, make sure they are aware of the deadlines!

The JOOI Convention is June 25-28, and advanced registration ends May 26.

Hotel registration must be in to the hotel by May 26 or they will not be able to obtain a room at the special JOOI rate. In addition, if JOOI Members are charging their room using a credit card, the credit card holder must fill out the credit card authorization form and write on the form that the credit card is to be used for all hotel costs, not just the deposit.

More registration and housing info and the credit card form are available on the JOOI section of the website at [www.optimist.org](http://www.optimist.org).

## Take a Class with the Foundations

With new Optimist International Foundations workshops planned, the 2008 Convention might be just the place for Optimists to find out more about the benefits of giving as well as the new Foundation committees.

The Optimist International Foundations plan to conduct five workshops at the International Convention in Grapevine.

The Women's Philanthropy Council invites all Optimists and any of their non-Optimist teammates who may be attending the Convention to check out their workshop "Women and Their Money." In the workshop, WPC members Susan Harbin, Judy Listenberger, Lois Philbrick and Sallie Rizzo plan to cover the basics of giving, add to women's awareness of finances, discuss family communication about personal finances, give the participants opportunities to do some problem-solving about planning situations, and send them away with some helpful literature.

"Leave Your Legacy for Optimism" will be presented by individual donors who have done just that through a will, a life insurance gift, a trust or a charitable gift annuity. They will be assisted by members of the Planned Giving Committee – Patricia Beuoy, Jim Boyd, Russell Blowers, Corky Helms, Stephen Schuneman and Roger Vaughan. In addition to discussing various ways to establish a planned gift, attendees will have an opportunity to ask questions about different types of planned gifts.

Presenting in French, Optimist International Foundation of Canada Board members André Dubois and Benoit Paré will offer information to District Foundation Representatives and Club Foundation Representatives about working with the Foundation in a session titled "Great Fundraising Ideas." A similar workshop of ideas for DFRs and CFRs – "Be the Best District or Club Foundation Representative You Can Be" – will be offered in English by experienced District and Club Foundation Representatives.

"Club Foundation Representative Training" is just what it says it is. Several hundred Optimists serve their Clubs as CFRs. This workshop will help them remain updated about Foundations programs and the resources available to them. Anyone who is a CFR, or even a Club President, would benefit from the workshop.

Plan to reserve time at the Convention to go "Back to School" with the Foundations and attend at least one workshop!

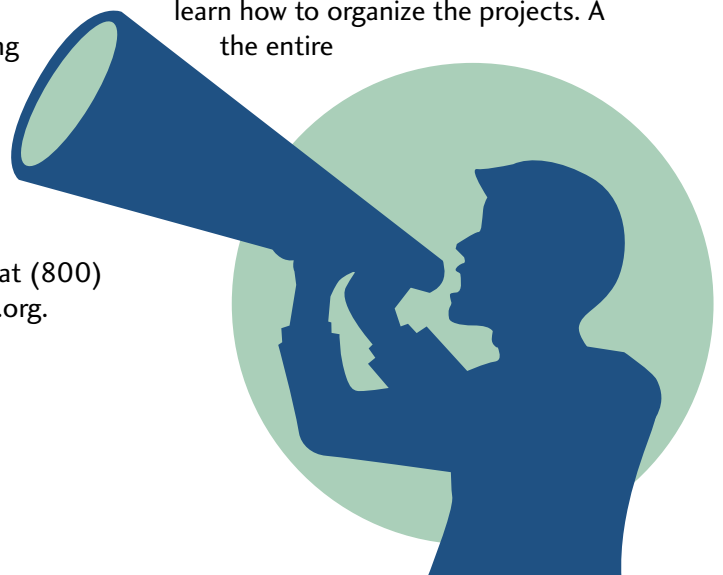
## Go Ahead and Brag About Your Club

Every Optimist has a reason to brag about the work their Club does in the community. Now Optimist International is giving you a chance to share your Club's most unique project at the International Convention in Grapevine, Texas!

A Bragger's Hall will be held on Friday, July 4, with two sessions – 9-10:15 a.m. and 10:30-11:45 a.m. Each participating Club will be assigned a table where they can display project materials such as posters, pictures, programs or even a CPA entry. Members will visit the sessions to get new ideas and learn how to organize the projects. A representative from the participating Club must be present during the entire session to talk to visitors and answer questions.

If you would like to participate, fill out the Bragger's Hall form by clicking [here](#). The completed form must be mailed or faxed to Optimist International, Attn: Programs Department, by May 30, 2008. Space is limited, so sign up today!

If you have any questions, contact the Programs Department at (800) 500-8130, ext. 235 or 261, or via e-mail at [programs@optimist.org](mailto:programs@optimist.org).



*Show Pride in Your Club's Service Projects*

Take pride in the work your Optimist Club does and be recognized for your accomplishments.

Optimist International has been "Bringing Out the Best in Kids" since 1919. Every Club is proud of the work they do in their community. The President's Pride Report gives Clubs a chance to share the work they do and receive recognition for their service projects.

In order to be named an Honor Club, a Club must complete the President's Pride Report and conduct one service project. One of the options to achieve Distinguished Club status is to complete a minimum of five service projects and turn in the President's Pride Report by September 30, 2008.

Clubs will be able to designate completed service projects on the President's Pride Report. The form is available to be filled out online on the Optimist Leaders website at [www.optimistleaders.org](http://www.optimistleaders.org) and to be printed and completed by hand on the Optimist website at [www.optimist.org](http://www.optimist.org). Only service projects listed on submitted President's Pride forms will qualify for recognition.

To complete the form, log in to your Club's area of the Optimist Leaders website. Click on the "Reports" button on the right side of the screen. Then click on "President's Pride Report" on the list that opens.

Under each question are boxes that can be checked with a click of the mouse to indicate that your Club participated in that activity. In Section B, type a short description of each of the service projects conducted by your Club during the 2007-2008 year.

The "Save" button will allow your Club to enter and change information on the report on a periodic basis until the Club is ready to submit the form and data in its entirety. When you are filling in your dollar amounts, please round off to the nearest dollar and be sure to hit the "Save" button or you will lose the dollar amount!

When the Club has completed the form by filling in the data for the entire Optimist year, click on the signature button and then click "Submit." Once the "Submit" button has been clicked, you will be unable to change or add information to the form. The form will be sent electronically to the Optimist International office. The form is due no later than September 30, 2008.

If you have any questions about the President's Pride Report or would like to request a copy be mailed or faxed to you, please contact the Programs Department at (800) 500-8130 or via e-mail at [programs@optimist.org](mailto:programs@optimist.org)



## A Programs Resource in a Package

Has your Club been looking for a new activity to work with the youth in your community? Package programs are designed to make running a new program simple and enjoyable for your Club and the youth involved.

Package programs include all the materials your Club will need to run a program. You will find job responsibilities broken down by position and a project timeline. Also included in the packages are sample letters and press releases to send before and after the event. Keep in mind that the responsibility breakdowns and timelines are only suggestions and should be modified to fit your Club.

This great resource can be found on the Optimist website by going to [www.optimist.org](http://www.optimist.org), looking under "Members," going to "Clubs and Districts," then "Programs/Activities" and selecting "Package Programs." There are packages available for running an Essay Contest, a Youth Safety poster contest, a raffle fundraiser and a coin bank program for the Childhood Cancer Campaign.

Check out the package programs and get started on a new activity today!

## Get Ready to Start Asking

March is Membership Month, which means that Optimists should be "just asking" others to join their Club all month long. The main focus on "Just Ask" is March 10-16. Start making plans to recruit and build up your Club this March!

