



An Optimist's mug is always half full.



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A Membership  
program for  
every Optimist

# Coffee Recruitment Program

The aroma of a coffee house, or a freshly brewed cup of joe in the comfort of your home, can instantly take you to a familiar place. In this place old friends find time to catch up, and new friends find connections over shared interests.

"Would you like to get a cup of coffee?" is the line many of us use to suggest sharing in a casual conversation. We accept the invitation because it brings to mind a familiar community atmosphere.

Cafés, diners and bakeries are typically designed to have welcoming surroundings, and have historically been meeting places for information exchange. The advent of wireless internet and internet cafés is the perfect illustration of the information network a coffee house embodies. This works as a venue for learning about and improving the community.

Coffee Recruitment is a program for Optimist leaders to recruit for long term goals by building new relationships. The program is easy to implement, but, like all good relationships, it takes time and dedication. It can be effective in getting new and current Members more involved in the growth efforts of the Club. By encouraging new people to contribute their talents, ideas and connections in their social network, you'll empower them to engage as leaders in the future.

"Would you like to get a cup of coffee?"

## Relationship Building is Key

This is a time to sit and build a relationship without the pressure of an office or meeting environment. In the right setting people can be more open to new ideas and possibilities.

This conversation may lead to talking about helping with Optimist Club activities, but it is important to start with a friendly gesture, and later give them the opportunity to show interest in your Club's activities.

What if...

If you don't drink coffee try using the program to invite someone to tea or to a local diner.

## Steps to the Coffee Meeting

**Invite** Extend an invitation to "coffee" and be ready to pick up the tab. Find a time and place that fits in their schedule, even if it means taking coffee to them.

**Engage** Begin to build a relationship by taking the time to ask questions, listen and engage with a potential Optimist. Share stories of how your Club is successfully helping kids in the community and how additional Members will impact that service project, specifically in the future.

**Listen** At the end of the meeting, let them know about an upcoming project or event and take notes on your conversation for when you contact them again.

Building a relationship takes time, but the payoff will be a stronger Club and a stronger bond between Optimists.