

Strategies for Identifying Target Markets for New Clubs



Map out your district to see where your existing Clubs are located. Identify strong sponsor Clubs; look for Clubs that have success with their programs, service projects, and membership. Then locate target sites nearby to these Clubs.

Locate existing groups and organizations that could benefit by being affiliated with Optimist International. These could be Sports Leagues, Youth Centers, Booster Clubs etc... Our selling points include non-profit classification and our liability insurance.

Target areas with high Hispanic/Latino population. Check the site's Hispanic chamber of commerce, neighborhood associations, or religious affiliations

Identify Colleges & Universities to target in your district. Make a list of any contacts at the schools. Check out the school's website and their "student organization or activities" page.