

**REPORT TO THE  
BOARD OF DIRECTORS  
OF  
OPTIMIST INTERNATIONAL  
BY THE  
MEMBERSHIP COMMITTEE**

December 9-10, 2011  
St. Louis, Missouri

**SECTION I-            REQUESTS FOR BOARD ACTION**

**A.                    PROFESSIONAL DEVELOPMENT INITIATIVE (PDI)**

This is a joint proposal brought forth by the Leadership Development and Membership Committee. See Leadership Development Committee report for proposal.

**SECTION II-            FOR BOARD INFORMATION**

**AA.                   MEMBERSHIP INCENTIVE PROGRAM 2011-2012**

The Membership Committee has developed monthly membership challenges for Club Presidents. The program is called Pick Up the Pace and each incentive focuses on a different membership goal. The webpage [www.Optimist.org/PickUpthePace](http://www.Optimist.org/PickUpthePace) has been set up to market the monthly incentives. The budget for these incentives is covered under the Membership Committee budget for 2011-2012.

**BB.                   CIRCLE OF EXCELLENCE AWARD**

The Circle of Excellence award will be an award for Club Presidents to recognize potential leaders and Members who are working “100% and then some..” for their community and the growth of the organization. Names will be submitted by the Club President to the District Membership Chair or International Membership Committee for selection. Winners will be announced at each quarterly District meeting and recipients will be recognized and receive a certificate at the meeting.

**CC.                   SPANNING THE DECADE CERTIFICATE**

“Spanning the decades” is a membership incentive to help Clubs grow their membership to include volunteers of all ages. Clubs would complete a “Spanning the Decades” worksheet to identify the decades that are missing from their membership and concentrate on recruiting 2-3 Members who fall within those decades to ensure their Club has Members focused on today and tomorrow. Clubs

that submit their form to Optimist International would receive a “Spanning the decades” certificate.

**ADDENDUM**

The Membership Committee is dedicated to furthering President Jack Creswell’s 2011-2012 goal of growth for Optimist International.

The committee members have been divided up into Regions so that they are better able to communicate with Governors and District Membership Chairs.

Respectfully submitted,

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