

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

December 10-11, 2010
St. Louis, Missouri

SECTION I- REQUEST FOR BOARD ACTION

None requested at this time.

SECTION II- FOR BOARD INFORMATION

A. COMMITTEE DISCUSSIONS

The Committee was charged with and discussed the following items:

- I. Discuss Use of the New Club Database**
 - a. Tutorial for Committee
 - i. Teach it to Optimist Leaders
 - ii. Provide the Guide
 - b. Continuously update it for ideal usage
- II. Devise a teachable method of how to recruit members on the local level**
 - a. Report on his Sustainable Membership method and presentation
 - i. Mark Weinsoff has a presentation on the topic that he will share
 - A. The Committee would like to utilize this
 - B. G.R.O.W.: Greet, Recruit, Offer, Welcome
- III. In coordination with the Marketing Committee, develop strategies to attract new members and energize existing members**
 - a. Committee discussed the Optimist International website and ways to attract Members to the website. They also reviewed all New Community Growth material and suggested small changes to several forms on the New Community Growth section of the website.

B. FRIEND OF OPTIMISTS INCENTIVE

From January 1 through June 30, 2011, your Club will receive a bonus to the already great opportunity to invite a Friend. If your Club adds three (3) Friends of Optimists during the second and third Optimist quarters (January 1-June 30, 2011), you'll also get to add one (1) new

traditional Member at no charge for processing the addition and no charge for Optimist International dues for that Member through September 30, 2012. The new traditional Member must be added by August 31 of the Optimist fiscal year.

ADDENDUM

The 2010-2011 Growth Committee met for training in September. President Danny charged each committee to pick three things to focus on for the year. Our goals were as follows:

1. Assist and Encourage 20% Growth
2. Teach Membership 101 at Every Level
3. Utilize NCB Mentorship and New Club Database

The Committee got off to a great start. The Committee Chair assigned each member to two Regions and the members graciously accepted these assignments. Each committee member was given time to openly share their thoughts and ideas for Growth with the Committee.

The Committee intends to provide opportunities for District Chairs to receive training and motivation, and they will continue to send a strong message on Growth to the Organization.

Each committee member will contact all the NCB and Membership Chairs in each district in the two Regions they were assigned. The goals of this ongoing communication:

1. To establish a relationship.
2. Request a written plan that Chairs will use in their district.
3. Communicate regularly with VP'S and Governors, and make it known that this will continue all year
5. Share Growth Ideas.
6. Design and develop ways to communicate with District Chairs.
7. Teach each chair how to start working on a Club immediately.
8. Follow-up is crucial and it should be done weekly, with specific focus on telephone contact.

Respectfully submitted,

Essie Johnson, Growth Committee Chair
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