



Membership Recruitment Kit

WHAT YOU NEED

Banner & bungee cords to hang it

Balloons, ribbon & scissors

Sign up information sheets, clipboard, rubber bands & pens

Coloring books, small toys or stickers

Optimist International Membership applications and info on your Club or event (informational meeting or NOW meeting)

Creed Banner (optional)

Table, chairs & tent if needed

Secure a time and location. Walmart, grocery store, farmers market, special event....

HOW TO ASK ABOUT SETTING UP OUT FRONT

Ask the company/business if you can set up in front of their store: "Hi, our organization is the Optimists. We are an all volunteer organization. We exist only to make our community a better place. We are not selling anything. We would like to set up to give away balloons, toys and coloring books on bike safety to kids."

If they want more information you can talk about forming a new organization in this community to help the youth.

SET UP

Set up your banner around the table or on a wall behind and above you.

Place a variety of the toys on the table.

Blow up a few balloons and tie a piece of ribbon to them. (You may need to put a toy on the ribbons to keep them from blowing away.)

Have the clipboard with blank information sheets on them. Secure the bottom of the sheets with a rubber band. Have several pens nearby. Pens can be printed with contact info or website address.

Have stack of OI applications.

WHAT TO DO

Look for people with children. Approach them and ask if their child would like a balloon.

Ask if they would also like a coloring book or toy. Invite them to your table to pick something out or after they finish shopping.

WHEN THEY ARE AT YOUR TABLE:

While the child is trying to decide what they want let the parent know who you are. This is done with an elevator speech, **do not rush it!** Example:

“Hi, I am _____; I/We are with the Optimists. Optimists are an all volunteer organization. Optimists exist strictly to make their communities a better place. We are looking for a few like-minded people who would like to do great things for the youth of this community.”

Give them time here to take in that information. Continue:

“If you think you might be interested you can give us some contact info. Whatever you are comfortable with, either cell number email? We will only use it to contact you about opportunities to do great things for the youth of this community.”

At that point, if they are a good lead they will give you info. If not, it is OK, you made a child happy. Be satisfied with that. And you helped them with bike safety.

DO'S AND DON'TS

Do not have too many people. If you have more than 3 people have only two at the table. It is easy to overwhelm people. This is a soft sell!

Do have at least one woman. (All men handing out things to children can look very odd to the public)

Do ask for their contact info so you can do follow up and reminders.

If you just give them info on a meeting or OI, usually they will not give you contact info after they have your information and you will have no way to follow up with them.

Do have a few things held back off the table for older kids like small nerf footballs.

Do be courteous of their time. If they look like they are in a hurry, do not bother them. We do not want to give them a bad first impression of Optimists.

Do not overwhelm them with information about everything your Club does. One or two really great things are OK **if it is asked for.**

Do not just invite them to a Club meeting. Instead, invite them to a project or event. You are asking them if they want to make a difference in their community. You did not ask them if they wanted to come to a meeting.

Do not be discouraged if they don't want to give you any contact info. It just means they were not a good prospect for right now.