



RENEW, REFRESH & REVITALIZE

Club Name: _____

Club Number: _____

Club Address: _____

Club President: _____

Club Contact Information: _____

Club Meets: _____

Action Plan

Goals: _____

Objectives: _____

S.W.O.T. Analysis of Club

Strengths: _____

Weaknesses: _____

Opportunities: _____

Threats: _____

One activity planned with the District Leadership Chair which includes participation in the PGI program with at least 60% of the Members advancing at least one level during a year: _____

Second activity planned with the District Membership Chair which results in the addition of at least three new Members: _____

Local media outlets: _____

Return form to:

Optimist International | Attn: Renew, Refresh and Revitalize
4494 Lindell Blvd. | St. Louis, MO | communications@optimist.org