

WELCOME to the 2014-2015 OPTIMIST YEAR!



While every new year comes with new challenges, they also bring new opportunities for growth. In order to overcome the challenges and make the most of these opportunities, every Club should develop a Member Recruitment and Growth Plan that they implement right from the start.

Every Club is different, so no two plans should be exactly alike. Clubs should start by establishing a Recruitment and Growth Committee. The committee should ask itself hard questions about what has worked in the past and what has not. Members of the committee will need to consider how things that did not work could be improved. Answering these questions can help the committee form a solid foundation for a comprehensive and effective Growth Plan. Clubs and their

Growth Committees are encouraged to take advantage of the many resources available. The Membership Department at the International Headquarters is ready and willing to help Clubs develop and implement Member recruitment strategies. Recruitment brochures and materials are available upon request. Contact membership@optimist.org or (800)500-8130 ext. 227 for more information.

However, the best resource may be closer to home. Talk to District Leaders and other Clubs who have had successful growth strategies in the past. Invite them to a meeting, so they can share their ideas and success stories with the entire Club.

Member recruitment and growth is important for the entire Optimist organization. If we work together, we can ensure that all Clubs grow, so they can have a greater impact in their communities and bring out the best in more kids.

Start the New Year off Right!

Resolve to make the 2014-2015 year the most Optimistic year to date! This is the perfect time to set new goals and make a few Optimist-related resolutions. It may be getting a Club project off the ground, recruiting a new Member or Friend of Optimists or starting a new Optimist or JOOI Club.

Consider setting small goals that can be achieved throughout the year. Perhaps it is time to get involved with a new committee. Make an effort to sit by someone new at your next Club meeting. Practice your pitch so that when a potential Optimist crosses your path, you will know how to approach them about joining your Club.

Whatever your goals, meeting or exceeding them can help you grow as an Optimist and assist your Club in making a greater impact in the community.