



An Optimist's mug is always half full.



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Coffee Recruitment

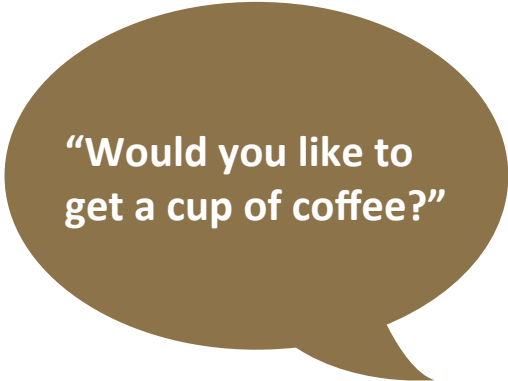
A Membership Program for Every Optimist



Coffee Recruitment Program

The aroma of a coffee house, or a freshly brewed cup of joe in the comfort of your home, can instantly take you to a familiar place. In this place, old friends find time to catch up, and new friends find connections over shared interests.

“Would you like to get a cup of coffee?” is the line many of us use to suggest sharing in a casual conversation. We accept the invitation because it brings to mind a familiar community atmosphere.



“Would you like to get a cup of coffee?”

Cafés, diners and bakeries are typically designed to have welcoming surroundings, and have historically been meeting places for information exchange. The advent of WiFi accessibility in cafés is the perfect illustration of the information network a coffee house embodies. This works as a venue for learning about and improving the community.

Coffee recruitment is a program for Optimist leaders to recruit for long term goals by building new relationships. The program is easy to implement, but, like all good relationships, it takes time and dedication. It can be effective in getting new and current Members more involved in the growth efforts of the Club. By encouraging new people to contribute their talents, ideas and connections in their social network, you'll empower them to engage as leaders in the future.

Building Relationships is Key

This is a time to sit and build a relationship without the pressure of an office or meeting environment.

In the right setting, people can be more open to new ideas and possibilities.

This conversation may lead to talking about helping with Optimist Club activities, but it is important to start with a friendly gesture, and later give them the opportunity to show interest in your Club's activities.



What if...

If you don't drink coffee, try using the program to invite someone to tea or to a local diner.

Steps to the Coffee Meeting

Invite Once you've invited someone to meet you should be ready to pay for the coffee because you've asked for their time.

Engage You can begin to build a relationship by taking the time to ask questions, listen and engage with a potential Optimist. If you'd like to work on starting conversations you can use the Optimist Chit-Chat cards to come up with some ideas to get you going. Connect by finding a common interest.

Listen At the end of the meeting you should be able to take away three new things that you learned about this person's interests and their contact information. Avoid asking them to join right away, and when a project or event comes up that you think would match their interests call and ask them, “Can you help me help the kids?”

Building a relationship takes time, but the payoff in the end will be a stronger Club and a stronger bond between Optimists.