

**REPORT TO THE
BOARD OF DIRECTORS
OF
OPTIMIST INTERNATIONAL
BY THE
MEMBER SERVICES DEPARTMENT**

July 2, 2011
Marriott Waterfront Hotel
Baltimore, Maryland

SECTION 1- REQUEST FOR BOARD ACTION

None requested at this time.

SECTION 2- FOR BOARD INFORMATION

A. OPTIMIST RADIO

As a way to reach out to a new audience and connect with Optimistic individuals, eOptimist is launching an online custom music player. This type of marketing is known as sound marketing and it helps to harness the power of professional's music programming to connect, engage, entertain and inform eOptimist Members and visitors. The channel is customized to fit the Optimist brand while also providing an opportunity to create adverts specific to Optimist International and eOptimist. The player is located on the homepage of www.eOptimist.org and is a free, streaming music player with over 300 songs. In addition, the customized player skin has links for listeners to get involved with eOptimist, vote and request songs and share songs on their preferred social network.

B. NEW MEMBERSHIP MODEL

In April and May, the eOptimist website went through a series of updates and changes to better serve its audience. It was decided that a "free for everyone" option would be both beneficial to the current Optimist Members and for attracting a new audience. The JOIN page of the website was updated to reflect this new model. In addition, the BLOG page was updated so that content would be free for everyone to view and comment on. Since the change, we have seen a substantial increase in the number of hits the website receives and an increase in email sign-ups and free Members.

Respectfully submitted,

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