

Club President Awards & Incentives

CENTENNIAL “PROMISE YOURSELF” AWARDS 2018-19

INDIVIDUAL MEMBER

Criteria

- Sponsor a New Member
- Participate in a Club Project
- Submit a testimonial / “Optimist Story” to Optimist International

Award

- Centennial “Promise Yourself” logo pin



CLUB PRESIDENT

Criteria

- Personally earn the Individual Member award
- 20% of Club Members earn Individual Member award

Award

- Centennial “Promise Yourself” logo letter opener



Centennial Fast Start Award
(promote Convention attendance and growth)

Deadline March 31 / end Q2

CLUB PRESIDENT

Criteria

- Build a New Adult Club
- Net +5 in Members end of Q2 (on track for +10 year-end)

Award

- Every Member of Club eligible for \$100 Convention registration in Louisville



CENTENNIAL DISTINGUISHED CLUB

Criteria

- Honor Club requirements +
- Net +10 in Membership
- Build a New Adult Club
- \$100 unrestricted contribution to Foundation

Award

- Banner Patch and Certificate (President and Secretary-Treasurer)
- Gavel award with Centennial logo



Membership Incentive

“Homecoming” Centennial Promotion

Objective

- Increase membership through special promotion targeting former Optimist Club members using the Centennial celebration as an occasion to capitalize on member pride and enthusiasm to fuel growth

Target audience

- Former Optimist Club members

Promotion

- \$30 fee to join for first year (covers member fee and international dues, similar to Teachers Incentive and 30<30)
- Timeframe: 2018-19 Optimist year

Parameters

- Promotion can only be utilized for a “former member” once (i.e. cannot drop and re-add during the year at \$30 rate)

Note: Teacher incentive and \$30<30 both continued for 2018-2019