

Friend of Optimists

Tip: Consider asking people to join at your next BBQ, Tree lot, or service activity. Parents of children your club serves make great *Friends*.

Use
Gain community awareness and support through this membership. Many clubs also utilize their *Friends* as a volunteer pool for special projects. Stay in contact and keep your *Friends* involved.

Type
The *Friend of Optimists* membership is a separate class of membership from traditional membership. Its goal is to accept people in the community as supporters of your club and Optimist International through awareness, involvement, and participation.



New Member Folder

Tip: Optimist International sends new member kits to the club president as new members are added.

Use
Welcomes new members into Optimism with a visual impact of who we are and what we do. The cover photo shows a mix of people representing Optimist members and the youth we serve. The inside displays many hands working together.

Type
The new member welcome folder is the first official impression from Optimist International to the new member of your club. The contents of the folder include a frameable Creed and Purposes, as well as a member certificate and information for new members.



New Optimists Welcome

Tip: Think and plan creative twists on this type of event. Make your NOW event fit your club and community. Info on p 10-11 of Spring 2012 magazine.

Use
Clubs use these types of events to recruit about 10 new members on the same night. The booklet itself shows clubs the process of organizing a NOW event. It is not intended to be handed out to guests of a NOW event.

Type
NOW stands for New Optimists Welcome. This should be an event: a dinner, wine & cheese, beer & food pairing, video game night, watch an exciting local artist create art as entertainment, etc. Think big because the work you do is important.



Coffee Recruitment

Tip: Consider your approach. Be kind and friendly, but pick up on other social cues. Listening is more important than overriding the conversation, Enjoy!



Type
The Coffee Recruitment card is intended to show members that recruiting is as simple as having a cup of coffee and some conversation. It is a just one way to relax, enjoy company, LISTEN, build a rapport, and talk about your favorite project in Optimism.

Coffee Recruitment Program

Relationship Building is Key

What if...

Steps to the Coffee Meeting

Engage

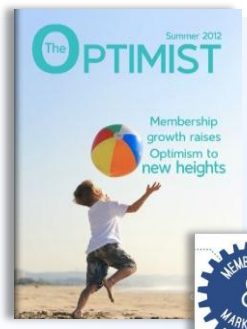
Listen

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

Use
Cultivate community one person at a time. If you're at a café, buy the person in line behind you a beverage and tell them about your Optimist Club. It can also be a prearranged meeting. We're trying to find Common Grounds – get it?

The Optimist

Tip: The Optimist magazine sometimes has inserts that put an application, a Friend of Optimists application, or other useful material at arm's reach.



Type
This publication comes from the Communications Department at Optimist International. *The Optimist* magazine is published quarterly and comes loaded with useful stories about members' success in the club, in service to children, and in the organization.

MEMBERSHIP & MARKETING

WORK TOGETHER

3 TIPS TO SIMPLIFY CLUB MARKETING

1. TARGET LOCAL

2. UTILIZE SOCIAL MEDIA

3. COMMUNICATE, COMMUNICATE, COMMUNICATE

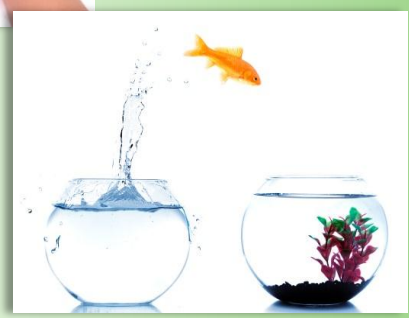
Use
The Optimist also has informative articles written by professional staff. These article help members grow, learn, and become better Optimists through history, service, and membership recruitment. Sometimes there are inserts.

Thank You Notes

Tip: Although Optimist International does not furnish District, zone, or club leaders with a supply of note cards, the dollar store has some that work perfectly.



Type
Handwritten thank you notes are one of the best ways to touch people's hearts. Handwritten? Yes, because it means more. The Member Services Department at Optimist International sends handwritten thank you notes year round.



Use
You can do it too. It's simple and it makes the sender and the receiver feel good about a warm message. Thank you notes build rapport, and those social connections move people to make things happen.