

# PRESIDENTIAL VISITS & SURROUNDING EVENTS

As we work to have the greatest impact for our Clubs, Districts and organization, we hope to have visits by Optimist International President Rebecca Butler Mona serve as a way to attract more people and provide media opportunities.

As you make plans to have President Rebecca visit, consider having “surrounding” events that involve opportunities for external exposure in conjunction with her visit. Here is a guide to provide guidance for plans before, during, and following President Rebecca’s visit to help you get the most impact with your own Members and the local community, as well as for the organization as a whole.

## PRE-VISIT

In addition to having President Rebecca be part of a District Conference or Club Centennial Celebration as a keynote speaker, consider providing an opportunity for her to visit a school or organization your Optimist Club supports or have a representative from that group speak at your event as part of the program sharing how Optimists are helping their efforts.

Arrange for local media to be present and offer them a chance for an interview. Provide a media release to newspapers, television, and radio stations for a background on Optimist International, President Rebecca, and your local plans including details of when, where and what of your event so help entice the media.

Consider inviting city, county and/or state government officials to be part of the program or arrange a meeting with President Rebecca to talk about how the Optimists support their community.

## DURING EVENT / VISIT

Take pictures of Rebecca’s visit not only with Optimists, but also with the external organizations and government leaders, and feature those in your Optimist District / Optimist Club social media, as well as promoting any coverage provided by local news media.

Be sure to “tag” Optimist International and President Rebecca in your posts (Facebook, Instagram, Twitter)!



@optimistintl @OptimistPresRebecca



@optimistintl



@optimistorg @OptimistPres

## POST-EVENT / VISIT

If your event isn’t covered by local news media when it occurs, consider providing photos with a brief article as well as website / social media links and local contact information. Many news outlets are happy to cover a story when you provide them everything they need after the fact.

*Samples of a recent Presidential visit provide a nice model to follow including:*

- Dubuque Noon Optimist Club Installation Banquet with side visit to an elementary school
- Illinois District 1Q #Optimist Strong Conference (Friday eve/Sat) - surrounding events include:
  - Quad Cities Optimist Centennial Event (Thursday evening)
  - Visit to Early Childhood Center - reading to 3-5 year olds (Friday morning)



**Thursday Afternoon: President Arrives**

**Thursday Evening: Quad Cities Centennial Celebration-Parish Center (Surrounding Event)**  
(Light Refreshments Served)

Governor Sandi to MC

6:00 pm – Reception

7:00 pm – Presentation of Colors-Boy Scout Troop

7:10 pm – Representative from Youth Hope

7:20 pm – Representative from Friendly House

7:30 pm – Recognition of Jefferson Early Learning Center

7:40 pm – Keynote Address by OI President Rebecca

8:10 pm – Closing Remarks – Governor Sandi

**Friday Morning: Reading to Students at Jefferson Early Learning Center (Surrounding Event)**

9:00 am – Arrive at Jefferson Early Learning Center

9:15 am – Read in first classroom for 15 minutes

9:30-10:00 – Reach 15 minutes in three other classrooms

**Friday Travel to District Meeting**

**Saturday #Optimist100 Conference & District Meeting (Main Event)**

#Optimist100 Training Modules with OI President & District Members

Lunch – Centennial Video

End of Meeting – OI President’s Keynote Address

Final Wrap-up – District Governor

**President Departs**





## Incoming Optimist International President to Visit Dubuque

The Optimist Club of Dubuque is pleased to announce the Incoming President of Optimist International, Rebecca Butler Mona will be in Dubuque on Thursday, September 20th, 2018. While in Dubuque, Butler Mona will participate in two activities, which are explained below.

Butler Mona, who lives in the Des Moines area, will assume the presidency of Optimist International on October 1st, and serve as president during the organization's centennial year, 2018-2019. Optimist International is a non-profit service organization based in Saint Louis MO which has more than 2,500 clubs mainly in the United States and Canada, all dedicated to "Bringing Out the Best in Youth".

You are invited to join us at one of the events listed below and visit with Rebecca.

### Optimist International President-Designate Visit Schedule:

#### 3:15 pm – Audubon School, Saint Mark's After School Program

Rebecca will be interacting with students from Saint Mark Youth Enrichment Program during their after-school program at Audubon. She will be reading a book to the students which stresses being positive and optimistic. She'll then do an activity that reinforces the message of the book. Rebecca will also be presenting a check from the Optimist Club, in the amount of \$2,000.00, to Saint Mark for their ongoing programming to assist the children of Dubuque.

Contact: Beth McGorry, Saint Mark Outreach Coordinator  
(563) 582-6211 Ext. 102 or [bmccgorry@stmarkyouthenrichment.org](mailto:bmccgorry@stmarkyouthenrichment.org)

#### 5:30 pm – Holiday Inn Dubuque Galena, 450 Main Street, Dubuque IA

Rebecca will be attending a reception/cocktail hour hosted by the Optimist Club of Dubuque. Following that, at approximately 6:30 pm, the Club will hold its annual Awards Dinner and program. Rebecca will be the featured speaker during the program and will also install the local Optimist Club officers for the upcoming year.

Contact: Beth Ernzen, Optimist Club of Dubuque President 2017-2018  
(563) 589-0806 or [bernzen@americantrust.com](mailto:bernzen@americantrust.com)

You can also contact me since I am part of the planning committee for this event.

Thank you for considering coverage for Rebecca's visit to Dubuque.

Ron Bock  
(563) 451-2455 or [rbock582@yahoo.com](mailto:rbock582@yahoo.com)

