

TOP 10 Ways to Market YOUR CLUB

Marketing is essential for Clubs to attract new Members, establish a strong basis in the community and effectively “Bring Out the Best” through Optimist programs. According to the American Marketing Association, marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.”

It sounds complicated, but the secret is that marketing can be simple. As Optimists, you are the best source of marketing for your Club. You understand the value of being a Member and working with the children in your community. Now it is up to you to share that value with others, so your Club can grow, attain new Members and help more kids.

Use the following list to get every Member excited about marketing and share the value associated with being a part of their Club. **The best time to start marketing is now!**

#1

YOU AND YOUR STORY

There is no better way to tell people about the organization than to explain why you are an Optimist or why you are a Member of an Optimist Club. The personal approach should always be number one as it is often the most effective.

#2

WEBSITES

Every Club should have a website. Whether you are talking to someone in person or electronically sending information, its easy to say, “Check out our website at www.youoptimistclub.org.” Please make sure Optimist International knows about your Club’s website if you already have one.

WWW.



#3

SOCIAL MEDIA

Utilize resources like Facebook, Twitter and Instagram. These are some of the best ways to connect with the 35-and-under crowd. The best part is they are all free. Visit the marketing section of the Optimist website for guides on how to utilize social media.



#4

OPTIMIST MARKETING KIT

The kit is full of useful information about how to market your Club and resources to help. It is free and available on the Optimist website: www.optimist.org.



#5

TRADITIONAL MEDIA

Do not discount the effectiveness of radio, television and newspapers in today’s technology-based society. Send press releases and photos to local media outlets. And then give them a follow up call to answer any questions.

#6

PUBLIC EVENTS

Make sure your Club is part of the community. Members should attend farmer's markets, state and county fairs, leadership classes and other local events. Potential Members should know that Optimists value their community.



#7

PERSONAL STORIES

This can be incorporated into # 1, but think outside the box. Try filming 30-second video clips of Members telling why they are Optimists and posting them on the Club website and Facebook page.



NOW

NEW OPTIMISTS WELCOME

#8

MEET THE OPTIMISTS

A Club could set up an informational table at a restaurant or grocery store. Invite people to ask questions and learn more about Optimism. The forum could be used as a way of inviting prospective Members to learn more about your Club without running a NOW meeting. Again, having Club brochures or information on hand is helpful.

#9

PARTNER WITH ANOTHER COMMUNITY GROUP

Consider working with another community-based group in a mutually beneficial relationship. Run a joint project so each group effectively markets the other.



#10

CLUB CLOTHING

Wear your Optimist pride on your sleeve...literally. It is an easy way to promote your Club, but it makes a strong statement. Members can wear t-shirts promoting the Club during your next project and then showcase their Optimism on any given day.



BONUS!

Sponsor a Local Sports Team

Just imagine a team of little league players all wearing jerseys with your Club name and the Optimist logo. The team gets funding and your Club gets to showcase how they serve youth.

