

# PROFESSIONAL DEVELOPMENT PROGRAM

Member Name: \_\_\_\_\_ Club/Mbr #: \_\_\_\_\_ Date: \_\_\_\_\_

## **LEVEL I - BRONZE**

_____	PROJECT MANAGEMENT:	Participate in a community service activity
_____	MARKETING:	Learn how to write a communique/Press Release
_____	CONTINUOUS IMPROVEMENT:	Give a short presentation on "How Optimism Can Make a Better World" or "Optimism as a Way of Life"
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Learn the 5 purposes of an Optimist Club
_____	COMMUNICATION SKILLS:	Introduce of a new Member or a guest at a Club meeting/activity.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or Club PGI/PDP chair in the Member's Record

## **LEVEL II - GREEN**

_____	PROJECT MANAGEMENT:	Serve as a project committee member
_____	MARKETING:	Prepare a Communique/Press Release for a specific event
_____	CONTINUOUS IMPROVEMENT:	Make a short presentation at a Club meeting about why a prospective member should join your club
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Know Optimist International, District, Zone and Club structures
_____	COMMUNICATION SKILLS:	Write a brief description of a favorite Club project and submit it for either the Club newsletter or the Club Website/Facebook Page
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member's Record

## **LEVEL III - BURGUNDY**

_____	PROJECT MANAGEMENT:	Serve as a Chair for a community service or fundraising project and write a report about the project to give to the next Chair
_____	MARKETING:	Learn to use Promotional tools (Newsletter, Outlook Mail, Gmail, Constant Contact...) to market your event
_____	CONTINUOUS IMPROVEMENT:	Complete an Optimist Skills Module of your choice and schedule a presentation of the Skill at an Optimist Club or other meeting.
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Make a presentation to your Club on the history of Optimist International. (Should use "Of Dream's and Deeds" website/book as a resource)
_____	COMMUNICATION SKILLS:	Contact a Club Member that has been missing from Club meetings and events and offer to bring them to the next activity. Check with the Club President first.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member's Record

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### **LEVEL IV - BLUE**

_____	PROJECT MANAGEMENT:	Serve as a Club Foundation Representative or a Club Chair of a Standing Committee
_____	MARKETING:	Market an event using the Promotional tools
_____	CONTINUOUS IMPROVEMENT:	Make the presentation on the "Continuous Improvement" Optimist Skill Module
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Know the Officers of OI, District and Club (OI President, OI Vice President, District Governor, Lt. Governor & Club President)
_____	COMMUNICATION SKILLS:	Attend a Zone meeting or visit another Club's meeting and share what is happening with your Club
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member's Record

### **LEVEL V - BLACK**

_____	PROJECT MANAGEMENT:	Create a Project Plan including a budget for a new community project and present it to the Club Board of Directors
_____	MARKETING:	Learn to use a form of Social Media (Facebook, Twitter, Instagram, LinkedIn...).
_____	CONTINUOUS IMPROVEMENT:	Complete a Second Optimist Skills Module
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Recite (by memory) the Optimist Creed
_____	COMMUNICATION SKILLS:	Make a presentation at another Club's meeting, a Zone meeting or other community organization regarding a Club Service project that your club does.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or Club PGI/PDP Chair in the Member's Record

### **LEVEL VI - PURPLE**

_____	PROJECT MANAGEMENT:	Create a Project Plan including a budget for a new fundraising project and present it to the Club Board of Directors
_____	MARKETING:	Market an event using Social Media
_____	CONTINUOUS IMPROVEMENT:	Educate a new member(s) on the purposes and benefits of an Optimist Club and Optimist International to children, community and ourselves
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Make a presentation on a program promoted by your Club, District or Optimist International
_____	COMMUNICATION SKILLS:	Attend as a Club Representative at a District meeting.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP Chair, District Governor or District Secretary as appropriate in the Member's Record

Member Name: \_\_\_\_\_ Club/Mbr #: \_\_\_\_\_ Date: \_\_\_\_\_

### **LEVEL VII - GOLD**

_____	PROJECT MANAGEMENT:	Participate in the organization of a membership recruitment activity
_____	MARKETING:	Learn how to create a short video
_____	CONTINUOUS IMPROVEMENT:	Serve on the Club Board of Directors, Club officer or Club officer-elect
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Make a presentation at a Club or Zone meeting about the District meeting/Convention you attended
_____	COMMUNICATION SKILLS:	Submit a minimum of 250 written words about an upcoming Club event to either the District website or District Bulletin
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP, Lt. Governor, District Secretary or District Webmaster as appropriate in the Member's Record

### **LEVEL VIII- ORANGE**

_____	PROJECT MANAGEMENT:	Serve as Chair of a membership recruitment activity
_____	MARKETING:	Be part of the team that creates a short video of an event and publish it on social media
_____	CONTINUOUS IMPROVEMENT:	Complete a third Optimist Skills Module
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Make a presentation at a Membership Recruitment Activity, Zone, or District Meeting about Optimist International
_____	COMMUNICATION SKILLS:	Develop a presentation about a Club Project and present it at a meeting
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP, Lt. Governor, District Secretary or District Meetings/Convention Chair or District LD chair as appropriate in the Member's Record

### **LEVEL IX- YELLOW**

_____	PROJECT MANAGEMENT:	Serve as a District committee member
_____	MARKETING:	Learn how to develop a Marketing Strategy and Plan
_____	CONTINUOUS IMPROVEMENT:	Complete a fourth Optimist Skills Module
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Make a Club or Zone presentation on behalf of a District Committee
_____	COMMUNICATION SKILLS:	Provide training regarding District Leadership, District project or an Optimist Skills Module to a group outside of your Club.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP Chair, Lt. Governor, District PGI Chair, District Secretary, District LD Chair or District Governor as appropriate in the Member's Record

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**LEVEL X - RECOGNITION AT THE INTERNATIONAL CONVENTION THE YEAR OF OR THE YEAR IMMEDIATELY FOLLOWING WHEN LEVEL X WAS EARNED.**

_____	PROJECT MANAGEMENT:	Chair a District Committee
_____	MARKETING:	Create a Marketing Strategy and Plan for Club or District Project or Program
_____	CONTINUOUS IMPROVEMENT:	Attend a Regional Leadership Development Conference or three training seminars/workshops at District Meetings, or three workshops at the International Convention
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Conduct the Skills Development Module, "Orientation to Optimism for New Members", at a Club, Zone, or District meeting.
_____	COMMUNICATION SKILLS:	Be part of the team that builds a new Club. Must attend 1 informational meeting and the organizational meeting
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Lt. Governor, District PGI/PDP Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member's Record.

**ADVANCED LEVELS OF PDP-ALL REQUIREMENTS MUST BE COMPLETED IN PAST 12 MONTHS AND LEVELS MUST BE WORKED ON CONSECUTIVELY**

**BRONZE PIN**

_____	PROJECT MANAGEMENT:	Serve on a District Growth Committee (Membership, NCB, LD & Club Fitness)
_____	MARKETING:	Promote strategy chosen by Committee above
_____	CONTINUOUS IMPROVEMENT:	Assess your year on District Growth committee and report recommendations for continuous improvement in District growth.
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Recruit 3 new members in a single Optimist Year.
_____	COMMUNICATION SKILLS:	Present this Growth committee strategy to District Executive Committee or Board of Directors.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the, District Secretary, or District Governor as appropriate in the Member's Record.

**SILVER PIN**

_____	PROJECT MANAGEMENT:	Create and lead a team to build a New Club
_____	MARKETING:	Create a marketing strategy to recruit a group of members for the new club
_____	CONTINUOUS IMPROVEMENT:	Work with District Club Fitness advisor to develop a plan to administer the New Club Follow-up program within 90 days of Club being built.
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Become a Builder of Excellence
_____	COMMUNICATION SKILLS:	Informing and Instructing the community about the structure and importance of a New Club using diverse communication tools. Must use 2 different methods of communication. (Social media, Informational meetings etc.)
_____	CERTIFICATION:	All activities in this level must be registered/certified by the. Governor, District Secretary, or District Governor as appropriate in the Member's Record.

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## **GOLD PIN**

_____	PROJECT MANAGEMENT:	Serve as the District PGI/PDP Chair, District Club Fitness Advisor Chair, or on Leadership Development Committee.
_____	MARKETING:	Help create and submit an entry for the “Reel Optimism” video contest.
_____	CONTINUOUS IMPROVEMENT:	Initiate the Follow-up plan for the new Club and send a progress report to the District Club Fitness Advisor.
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Mentor another Member to achieve PDP level X
_____	COMMUNICATION SKILLS:	Develop and present a workshop on PDP at a District meeting.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Lt. Governor, District PGI/PDP Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member’s Record.

## **SUGGESTED READING LIST**

- “The Seven Habits of Highly Effective People” by Steven R. Covey
- “Good To Great” by Jim Collins
- “Who Moved My Cheese” by Spencer Johnson, M. D.
- “Start with Why” by Simon Sinek
- “Crucial Conversations by Kerry Patterson et. Al.
- “Tribes” by Seth Godin
- “Learned Optimism” by Martin Seligman
- “Authentic Happiness” by Martin Seligman
- “Flourish” by Martin Seligman
- “The Happiness Advantage” by Shawn Achor
- “Broadcasting Happiness” by Michelle Gielan
- “The How of Happiness” by Sonja Lyubomirsky

### **For questions or further information please contact:**

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