

The Board of Directors, on its own initiative or upon the recommendations of a committee, may select "Endorsed Organizations" from other organizations requesting this status. "Endorsed Organizations" shall be reviewed annually. Considering the resources required to maintain ongoing programs/relationships with Endorsed Organizations, such organizations shall be limited as recommended by the Activities Committee and approved by the Board of Directors. All applications for recommendation must be submitted to Optimist International by August 15th of each year to be considered. Organizations to be selected as Endorsed Organizations must meet the following qualifications at the time they are applying for endorsed status:

1. They must submit a copy of the organization's most recently complete audited financial statements.
2. Shall be national or international in scope or character.
3. Shall not be specifically commercial, racial, religious or politically partisan in nature.
4. If non-governmental, shall have been in continuous existence for the past five (5) years.
5. Must submit a copy of the organization's mission and/or vision statement.

Organizations selected as Endorsed Organizations shall be placed in the following fee structure based on their reasons for seeking endorsement, the programs or services offered to Optimist Members, the cost associated with the programs or services offered and the potential for reciprocal benefits for Optimist International.

Bronze Level:

Organization shares a mutually beneficial relationship with Optimist International. A program or service is offered to all Optimist Clubs at no charge. Optimist International is offered the opportunity to include articles in the organization's publications or on their website. If the organization is member-based, Optimist International is offered the opportunity to send membership information out to the organization's members through e-mail or a mass mailing.

Benefits offered to Bronze Endorsed Organizations:

- Letter of Endorsement
- Organization summary and website link on optimist.org
- Reduced rate for exhibit space in the House of Optimism
- Editorial promotion in the Optimist magazine, which will be edited and published by Optimist International
- Opportunity to send two email messages to Optimist Clubs

- Opportunity to present a workshop at the International Convention on the last day of workshop sessions if workshop space is available. Endorsed organization will be required to cover presenter travel and housing costs and AV equipment rental fees.
- Optimist International has the option to promote programs or services at its own discretion
- Other benefits as determined by the International Activities Committee

Silver Level - \$1,500:

Organization shares similar goals and values with Optimist International but does not offer a free service or program to Optimist Members. The organization may offer a program or service to Clubs for a fee. Organization seeks marketing opportunities to Optimist Members through e-mail or mail solicitation but opportunities for Optimist International to recruit Members are minimal or non-existent.

Benefits offered to Silver Endorsed Organizations:

- Letter of Endorsement
- Organization summary and website link on optimist.org
- Reduced rate for exhibit space in the House of Optimism
- Opportunity to present a workshop at the International Convention on the last day of workshop sessions if workshop space is available. Endorsed organization will be required to cover presenter travel and housing costs and AV equipment rental fees.
- Editorial promotion in the Optimist magazine, which will be edited and published by Optimist International
- Opportunity to send two email messages to Optimist Clubs
- One ¼ page ad in the Optimist magazine at 50% off the normal ad rate
- Other benefits as determined by the International Activities Committee

Gold Level - \$2,500:

Organization seeks relationship with Optimist International primarily as a way to market their products and/or services to Members. Optimist International is offered minimal or no benefits in exchange for endorsement.

Benefits offered to Gold Endorsed Organizations:

- Letter of Endorsement
- Organization summary and website link on optimist.org
- Free exhibit space in the House of Optimism
- Editorial promotion in the Optimist magazine, which will be edited and published by Optimist International
- Opportunity to send four email messages to Optimist Clubs (one per quarter)
- One ½ page ad in the Optimist magazine at 60% off the normal ad rate
- Other benefits as determined by the International Activities Committee

Renewal of endorsed status will consist of the following requirements:

1. A letter sent by the Endorsed Organization requesting renewal of endorsed status to the Programs Department of Optimist International by August 15th of each year.
2. A statement within the letter indicating whether there has been any fundamental changes to the organization's financial condition in the past year.
3. A statement within the letter indicating whether there have been any fundamental changes to the organization's mission/vision statement within the past year.

The following guidelines provide the framework for cooperative efforts between Optimist International and its Endorsed organizations.

1. An "Optimist International Endorsed Organization" is one which has been examined by the International Board of Directors, and has been found to be suitable for Optimist Clubs. When the organization has been designated as an "Endorsed Organization," this means an affiliated Club can depend on the sincerity and authenticity of the organization's objectives and can be assured of its reputability.
2. Only a small number of organizations within the geographic boundaries of countries having Optimist Clubs receive such consideration. They are reviewed and approved annually by the International Board of Directors.
3. Endorsed Organization status does not imply that Clubs must work with a particular program or organization, nor are Clubs required to cooperate with them if they do not choose. Clubs are autonomous in the selection of their service projects.
4. On occasion, the assistance of Optimist Clubs may be solicited directly by representatives of an Endorsed Organization, or by District officials while at District and/or Zone meetings. This does not require participation. District officials should guard against overzealous solicitation by endorsed organizations
5. Whenever possible, Optimist Clubs are encouraged to fully consider Optimist International programs before expending major effort in promoting the work of an outside organization, regardless of Board endorsement.

It will be communicated to Endorsed Organizations that Optimist International should be given or offered reciprocal benefits when available within the capabilities of the endorsed organizations.

(Nov 1958; Dec 1984; Dec 1992; Nov 2001; Dec 2002; Dec 2004; Dec 2009; Dec 2011; Jan 2015)