



Means Now

By Larry Brown, Member of the Sawnee-Cumming Optimist Club, Georgia District

The Sawnee-Cumming Optimist Club's version of the New Optimists Welcome program is a unique interpretation as the NOW really means now, as in today. Many of today's membership prospects cannot find the time to attend traditional banquets and long programs. They prefer less formal, and particularly, less time consuming guest events. This new model is fashioned for prospective Members who have busy schedules and often short attention spans due to multi-tasking job and family responsibilities.

The Club's innovative take on the Member-guest event is tailored for today's society. Events are designed to be short, informal and more fun. The focus is simple and effective. It emphasizes mingling and socializing, rather than the typical banquet with a long dinner and numerous speakers.

For the Club's Christmas event, Members organized a "Mingle Jingle" and invited guests who would potentially become Members. The



enjoying wine and cheese. Guests were able to meet and visit with Optimist Members and each other. The Christmas event was the second of the Club's new meet-and-greet format. They also held a "Summer Mingle" during the warmer months.

These events are not only effective for fun and socializing; a 10 minute program is also included to inform guests of the purpose and objectives of Optimist Clubs. Brief presentations are made on Club projects and inspiring stories are shared about how the Club is making a difference in the lives of children

highlight of the evening was socializing while

throughout the community.

While many people in the local community may be charitable and benevolent, they likely do not have the time to sit through lengthy Optimist presentations. That is why the Club is doing NOW events differently than they have before, to provide a rewarding and memorable experience for their guests.

Four new Members joined the Sawnee-Cumming Optimist Club following the Mingle Jingle. That is quite a return on the investment in the Club's new NOW program!

Note: Larry is a new Member, who was recruited during one of the new NOW events.