

# AN OPTIMIST HOW-TO:

## SPREAD THE WORD about Optimism



Optimism has often been referred to as "the best kept secret."  
It is important for Members to change that  
and begin looking at Optimism as...

*"the best news to be shared."*

The truth is the vast majority of people do not know what Optimist Clubs are, what they stand for or what they offer their communities. That problem can be solved by public relations or spreading the word about Optimism.

### Why publicize Optimist Club events?

The answer is because the benefits far outweigh the efforts your Club would make. Promoting your events helps your Club gain respect in the community and encourages people to get involved. This new interest may result in new Members, project volunteers or even donations. The respect in the community also boosts Club morale and reminds Members that their efforts are valued. The main reason though, is that it allows your Club to serve more children!

Spreading the word is a team effort and can seem intimidating at first. Public relations is often viewed as something the International office or even the District should be handling. However, the most effective methods start at the local level and require the efforts of several Club Members. There are many things Members can do to get the word out about Optimism and some are simpler than you may think. Here are some ways your Club can share the news about Optimism:

#### Wear Your Pin

Think about all the people you interact with every day. Someone is likely to ask what the pin represents; it can be a great conversation starter.

#### Get Noticed

Take advantage of every opportunity to promote your Club meetings and events. Utilize the fill-in-the-blank press releases on the Optimist website. Press releases can be sent to local media outlets, such as newspapers and radio stations. Make sure to include action photos, whenever possible.

#### Share the Experience

Put a copy of *The Optimist* magazine in local doctor's offices or libraries. Send an issue of your Club's newsletter to prospective Members and community leaders. Keep your District Bulletin Editor up to date on all your Club activities.

#### Be a Guest Speaker

Reserve time to speak at a parents group meeting at local schools or other community groups. This gives you an opportunity to promote membership in your Club and also encourage parents to get their children involved in Optimist activities.

#### Be Welcoming

Post an informational flyer where your Club meets and in popular locations in the community.

#### Connect

Connect with others using social media. Popular social networking sites like Facebook, Twitter, LinkedIn and YouTube can be used to share your Club's activities, programs, meetings and events.

#### Learn

Attend training at an Optimist Leadership Summit and the International Convention to get more ideas!