



East Missouri Optimist District

Optimist International

2022-2023

Strategic Plan Revised October 2022

This document is a revision of the Strategic Plans previously submitted to Optimist International. It has been developed to address post-pandemic issues that have continued to impact the East Missouri Optimist (EMO) District, to provide solutions which will help resolve these issues, and to “press on to the greater achievements of the future”. The purpose of this plan also includes the goal of providing future EMO Governors with a solid foundation from which to build upon during their years.

I. GROWTH

a. We will take a three-prong approach to growth, focusing on the following three areas, listed in order of priority:

- i. Club Membership: The goal is to have each club witness membership growth by at least +1 member by the end of the 2022/2023. By doing this, we will help strengthen numbers in both EMO and OI.
- ii. Retention of existing clubs: We will provide immediate assistance and importance to retaining existing clubs, helping to pull upon resources from throughout EMO to make this happen. It serves little purpose to focus on building one club while losing another. We MUST retain the current clubs and build upon their members.
- iii. New Club: This is singular for a purpose. While OI envisions three new clubs per district, the reality is that if every district in OI achieves at least one new club, OI will achieve success. We do commit building three new clubs given sufficient resources, and the accomplishment of our first two growth priorities.

b. The strategies and tactics we will employ to achieve the goals are as follows:

- i. Working with clubs at quarterly conferences to identify best practices in recruiting new members.
- ii. Communicating efficiently and effectively with all EMO clubs to identify individual club needs, and to pool resources to provide assistance.
- iii. Ensure that new members are assigned mentors and/or engaged with meaningful programs that reward their desire toward volunteerism.
- iv. Identifying key areas in which a new club could provide community value, and implement a 60-day action plan towards success.

II. FINANCIALS

a. We MUST provide our district with a budget that provides reasonable estimates of revenue and expenditure levels. We MUST provide for a solvent budget and balance which enables EMO to transition seamlessly from one fiscal year to the next. We MUST provide accountability and transparency to our EMO membership, and the community members that trust us to do that which is fiscally prudent. We will accomplish this through:

- i. Realistic estimates on membership increase and dues.
- ii. Realistic estimates on expenditures, taking into account the rising costs of materials and services in a post-pandemic world.
- iii. Be open to change, and examine all our operations in terms of efficiencies that can be achieved through technology and modern practices.

- iv. Be flexible. Develop a budget for the year, but be willing to keep it dynamic by providing changes on a quarterly basis as needed.
- v. Ensuring that a financial audit is promptly completed on the previous fiscal year, and submitted to OI as required by our bylaws, within the first quarter.
- vi. Providing regular updates to clubs requesting payment of dues.
- vii. Applying for all appropriate grants, especially those provided by OI.

III. TRAINING

a. We will strengthen Optimist Clubs and members in our District through effective engagement and leadership development. Our objectives here, which are specific and measurable targets are as follows:

i. Increased attendance at EMO conferences by:

- 1. Ensuring proper levels of club specific training.
- 2. Ensuring proper levels of member specific training.
- 3. Provided OI training programs that assist clubs/members in understanding and engaging with OI training modules.

4. Providing high levels of fun activities which also help to increase teamwork and comradery throughout the district.

5. Ensure that club members, officers, and zone officers all play a part in determining what will be of timely benefit for conference topics.

IV. AWARDS & ACHIEVEMENTS

a. Awards and Achievements will focus on rewarding completion of activities, not just filling in names.

b. Club officers will complete training modules, and be provided new A&A training at the start of the new year.

c. A&A will be focused on achievement, in working towards success, and not punishment for minor infractions. We must encourage and enable, not discourage, and disable.

V. MARKETING

a. We will increase public awareness of what Optimist International is, and what being "Friend of Youth" signifies by way of example and informational releases. We will accomplish this by:

i. Each Club will have a dynamic social media page which provides updates on activities, membership opportunities, future events, and all other pertinent information for public release.

ii. We will support engagement and communication with other civic organizations, supporting their causes when feasible and providing goodwill throughout the communities. We will ask other organizations and causes to share with our clubs their missions, by inviting them to sit in with us and speak at club meetings.

(ME/MBER) SHIP: Me. Member. Ship.

Membership starts with ME Each MEMBER needs to be mentored and engaged

This SHIP that we call OI, EMO and Club needs to be driven by ME