

TOP 10 WAYS TO MARKET YOUR CLUB



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Marketing is essential for Clubs to attract new Members, establish a strong basis in the community and effectively “**Bring Out the Best**” through Optimist programs. According to the American Marketing Association, marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.

It sounds complicated, but the secret is that marketing can be simple. As Optimists, you are the best source of marketing for your Club. You understand the value of being a Member and working with the children in your community. Now it is up to share that value with others, so your Club can grow, attain new Members and help more kids.

Use the following list to get every Member excited about marketing and share the value associated with being a part of their Club. **The best time to start marketing is now!**

#1

YOU AND YOUR STORY

There is no better way to tell people about the organization than to explain why you are an Optimist or why you are a Member of an Optimist Club. The personal approach should always be number one as it is often the most effective.

#2

WEBSITES

Every Club should have a website. Whether you are talking to someone in person or electronically sending information, it's an easy way to say “Check out our website at youroptimistclub.org.” Please let Optimist International know about your Clubs' website if you already have one.

WWW.



#3

SOCIAL MEDIA

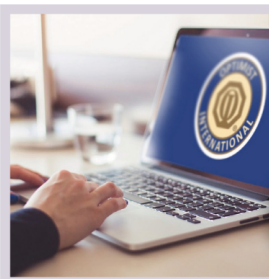
Utilize resources like Facebook, Instagram and LinkedIn. These are some of the best ways to connect with the 35-and-under crowd. The best part is they are all free. Visit the marketing section of the Optimist website for guides on how to utilize social media.



#4

OPTIMIST MARKETING KIT

The kit is full of useful information about how to market your Club and resources to help. It is free and available on the Optimist website: optimist.org.



#5

TRADITIONAL MEDIA

Do not discount the effectiveness of radio, television and newspapers in today's technology-based society. Send press releases and photos to local media outlets. And then give them a follow up call to answer any questions.

#6

PUBLIC EVENTS

Make sure your Club is part of the community. Members should attend farmer's markets, state and county fairs, leadership classes and other local events. Potential Members should know that Optimists value their community.



#7

PERSONAL STORIES

This can be incorporated into #1, but think outside the box. Try filming 30-second video clips of Members telling why they are Optimists and posting them on the Club website and Social Media Platforms.

#8

MEET THE OPTIMISTS

A Club could set up an informational table at a restaurant or grocery store. Invite people to ask questions and learn more about Optimism. The forum could be used as a way of inviting prospective Members to learn more about your Club without running a NOW meeting. Again, having Club brochures or information on hand is helpful.



#9

PARTNER WITH ANOTHER COMMUNITY GROUP

Consider working with another community-based group in a mutually beneficial relationship. Run a joint project so each group effectively markets the other.



#10

BRANDED APPAREL

Wear your Optimist pride on your sleeve...literally. It is an easy way to promote your Club, but it makes a strong statement. Members can wear t-shirts promoting the Club during your next project and then showcase their Optimism on any given day.

BONUS!

Sponsor a Local Sports Team

Just imagine a team of little league players all wearing jerseys with your Club name and the Optimist logo. The team gets funding and your Club gets to showcase how they serve youth.





SHARE
YOUR
STORY!

- **Builds Trust**
- **Educate Others**
- **Where to Share?**

#1 YOU & YOUR STORY



#2 WEBSITES

WWW.



- Legitimacy
- Keep Current
- Add Links



- **Add a New Platform**
- **LinkedIn**
- **Elongate Content**



How To Elongate Content To Reach a Broader Audience

PRE-EVENT

- Save the Date
- Mark Your Calendar

DAY OF

- Post Photos
- Go Live
- Post Video

POST EVENT

- Ask a Question
- Run a Contest

POST-POST

- Post Results
- Wrap Up

Save the Date



JUNE 9
START TIME:
8:00 AM

Fun FISHING DERBY

Location : Hoy Park
Age Brackets: 4-7 & 8-10



Optimist
INTERNATIONAL
Optimist Club of
Audubon-Lower Providence

For more information
visit lpoptimist.org

PRE-EVENT

It's not too late...
A FEW SPOTS ARE STILL AVAILABLE



This Sunday June 9
Start time: 8:00 am

Call
610.338.8888 to register

Location : Hoy Park
Age Brackets: 4-7 & 8-10



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PRE-EVENT

What A fabulous Day to Fish!




DAY OF



A Successful Day at Hoy Park




Can you guess how many fish the children caught?
Enter Below for a Chance to WIN a \$20 WAWA Gift Card
(Here's a Hint: 45 Children participated)
Enter your guess below. Whoever guesses the closest will win!
Winner will be announced on June 25th on our Facebook Page!
A Special Thank You to our partners LP Township and Stony Creek Anglers

POST EVENT

And the Winner is...

John H.
from Oaks




Actual Number of Fish Caught: 189
John's Guess: 187

See Everyone at the Annual Fishing Derby in June 2026!

POST-POST



- Resources for Clubs
- Updated Regularly
- Stay on Brand

#4 OPTIMIST MARKETING KIT

#5 TRADITIONAL MEDIA

- Expense
- Press Releases
- Billboards





#6 PUBLIC EVENTS

- **Support Your Community**
- **Exchange Ideas**
- **Listen to their Needs**

#7 PERSONAL STORIES

- Market these Stories (Use Video)
- Invite Others to Share their Stories



#8 MEET THE OPTIMISTS



- Invite “Just Ask”
- Be Welcoming
- Sponsor Down

A conceptual image showing three hands of different skin tones working together to assemble a large puzzle. The puzzle is composed of dark blue interlocking pieces. The word 'PARTNERSHIP' is written in large, white, bold, sans-serif capital letters across the center of the puzzle. To the left of the word, the number '#9' is also displayed in a large, dark blue, bold, sans-serif font. The hands are positioned around the puzzle: one at the top right is placing a piece, one at the bottom left is holding a piece, and one at the bottom center is pointing at a piece. The background is plain white.

#9

PARTNERSHIP

- Celebrating Community
- Strengthen Connections
- Greater Impact



#10 BRANDED APPAREL

- Conversation Starter
- Brand Recognition
- Wear Often