

East Missouri District Optimist International 2018-2019 Strategic Plan Revised August 2018

This document is a revision of the Strategic Plan submitted to Optimist International as of October 1, 2016. It was written by the Strategic Planning Committee for 2018-2019 as required in the District Policies. This document is a collaborative effort among the members of the Strategic Planning Committee and Optimist International. It is a vision for our organization's future and also a plan for our leadership in achieving our broad goals of growth, engagement, marketing, and fiscal responsibility.

GROWTH: We will expand the impact of Optimist International in our District through growth in number of members and number of clubs. Our objectives here, which are specific and measurable targets, are as follows:

Grow District membership by net 2% which means each club would also grow by net 2%

Grow number of clubs by net 2%, which means at least 3 new clubs (which could be a club within a club)

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

- Remind clubs about
 - Challenging Club members to invite a friend or colleague to a Club event (not necessarily a meeting)
 - At public events and fundraisers, using elevator speeches to invite attendees or customers to consider joining a club
 - Recognizing each club member who successfully recruits a new member (NOTE: OI has a program to do this)
- Employ the "Homecoming Centennial Promotion": increase membership numbers by targeting former club members and offering them a 1-time chance to come back for \$30.
- Utilize the teachers' incentive and \$30 under 30 years old.
- Also, in celebration of the Centennial, there are "above and beyond" awards.
- Emphasize the existing Rookie Rockstar Award recognition program
- Mentor new members; sponsors keep in touch with your new members. Challenge each club to reach out to their absent members. Member retention is key!
- Additionally, if at 3rd quarter mark, a club is on track to be an Honor Club, one new member from that club who is a 1st timer at 4th quarter District Convention gets free registration at the Convention

ENGAGEMENT/TRAINING: 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:

- Members attending the quarterly conferences will come away with inspiration and knowledge they can use in every aspect of their Optimist lives.
- We will make the conferences fun and inviting!

The strategies and tactics we will employ to achieve these goals are as follows:

- Certified OI trainers are scheduled for all Conferences/Convention.
- Also, our Marketing Committee Chair and our Fellowship Committee Chair are preparing for exciting conferences and marketing strategies and advertising campaigns.

MARKETING: We will raise the profile of Optimist International and Optimist Clubs in our District in the external media and in the public eye. Our objectives here, which are specific, measurable targets, are as follows:

- Each club will join local Chamber of Commerce
- Each club will have at least one social media presence (e.g. a Facebook page)
- Each club will plan an Optimist in Action type event or fundraiser celebrating 100 years. (i.e. extra week of a sports camp, special dinner to fund playground equipment, JOI could plant a tree with a brass sign) For the district this could be an enhanced float in the St. Louis St. Pat's parade. Or perhaps the district could provide some funds to advertise all clubs' centennial events
- Each club will generate at least one new article in a local newspaper, or radio announcement, or advertisement, which will be about celebrating 100 years during the optimist year

The strategies and tactics we will employ to achieve these goals are as follows:

- Encourage clubs to work with the District Marketing Committee
- Ask the Marketing Committee chair to find assistants who know how best to gain access to and use the various media available to clubs.
- Perhaps the District could provide some funds to advertise all clubs' centennial events

FINANCIAL STRENGTH: We will strengthen our District financial capacity to reduce reliance on District membership dues to fund District activities. Our objectives here, which are specific, measurable targets, are as follows:

- Increase club and individual member participation in Optimist International Foundation by 10%. Increase participation in Dime-A-Day by 10%.
- Keep all clubs current in their dues.
- Increase participation in the Childhood Cancer Campaign donations by 10%
- Increase corporate Friend of Optimist (FOO) participation

The strategies and tactics we will employ to achieve these goals are as follows:

- Offer incentive to club that starts participating in OIF, such as Optimist note cards...
- Offer recognition at conference to clubs who increase Dime-A-Day by 10%
- Finance Chair and Governor will monitor aging reports and the Governor will call the clubs who are behind in required payments.
- At District Conferences we will highlight FOO success stories in the District. Present packages/ flyers that clubs can minimally modify to make relative to their clubs.
- Apply for grants from municipality or other entity at location where conference / convention is held.