

CENTENNIAL RECOGNITION 4Q 2018 and 2018-2019

CENTENNIAL DISTINGUISHED CLUB

Criteria

- Honor Club requirements +
- Net +10 in Membership
- Build a New Adult Club
- \$100 unrestricted contribution to Foundation

Award

- Banner Patch and Certificate (President and Secretary-Treasurer)
- Gavel award with Centennial logo



CENTENNIAL DISTINGUISHED DISTRICT

Criteria

- Distinguished District requirements +
- Net +100 in Membership
- \$10,000 unrestricted contribution to Foundation

Award

- Banner Patch and Certificate (Governor and Secretary-Treasurer)
- Gavel award with Centennial logo



CENTENNIAL BUILDER OF EXCELLENCE

Criteria:

- Build a new adult Club between Ottawa Convention and September 30, 2019

Award

- Special Centennial BOE pin for medallion ribbon
- No limit to how many an individual can earn



Club President Awards & Incentives

CENTENNIAL “PROMISE YOURSELF” AWARDS 2018-19

INDIVIDUAL MEMBER

Criteria

- Sponsor a New Member
- Participate in a Club Project
- Submit a testimonial / “Optimist Story” to Optimist International

Award

- Centennial “Promise Yourself” logo pin



CLUB PRESIDENT

Criteria

- Personally earn the Individual Member award
- 20% of Club Members earn Individual Member award

Award

- Centennial “Promise Yourself” logo letter opener



Centennial Fast Start Award
(promote Convention attendance and growth)
DEADLINE MARCH 31 / END Q2

CLUB PRESIDENT

Criteria

- Build a New Adult Club
- Net +5 in Members end of Q2 (on track for +10 year-end)

Award

- Every Member of Club eligible for \$100 Convention registration in Louisville



CENTENNIAL DISTINGUISHED CLUB

Criteria

- Honor Club requirements +
- Net +10 in Membership
- Build a New Adult Club
- \$100 unrestricted contribution to Foundation

Award

- Banner Patch and Certificate (President and Secretary-Treasurer)
- Gavel award with Centennial logo



Membership Incentive

“Homecoming” Centennial Promotion

Objective

- Increase membership through special promotion targeting former Optimist Club members using the Centennial celebration as an occasion to capitalize on member pride and enthusiasm to fuel growth

Target audience

- Former Optimist Club members

Promotion

- \$30 fee to join for first year (covers member fee and international dues, similar to Teachers Incentive and 30<30)
- Timeframe: 2018-19 Optimist year

Parameters

- Promotion can only be utilized for a “former member” once (i.e. cannot drop and re-add during the year at \$30 rate)

Note: Teacher incentive and \$30<30 both continued for 2018-2019

Governor Awards & Incentives

CENTENNIAL “PROMISE YOURSELF” AWARDS 2018-19

INDIVIDUAL MEMBER

Criteria

- Sponsor a New Member
- Participate in a Club Project
- Submit a testimonial / “Optimist Story” to Optimist International

Award

- Centennial “Promise Yourself” logo pin



GOVERNOR

Criteria

- Personally earn the Individual Member award
- 20% of Lt. Governors earn Lt. Governor award

Award

- Centennial “Promise Yourself” logo personalized gavel plaque



Centennial Fast Start Award

(promote Convention attendance and growth)

DEADLINE MARCH 31 / END Q2

GOVERNOR / DISTRICT

Criteria

- Build 2 New Adult Clubs
- End Q2 at +15 Members

Award

- Every Member of Club eligible for \$100 Convention registration in Louisville



CENTENNIAL DISTINGUISHED DISTRICT

Criteria

- Distinguished District requirements +
- Net +100 in Membership
- \$10,000 unrestricted contribution to Foundation

Award

- Banner Patch and Certificate (Governor and Secretary-Treasurer)
- Gavel award with Centennial logo



2018-19 Quarterly Awards/Incentives for Governors

Q1 – Belmont Stakes

Q2 – Preakness

Q3 – Kentucky Derby (timed with Louisville Convention)

Q4 / Year-End – Triple Crown

- Points will be accumulated on a quarterly basis
- Awards for top Governor per Region and the Top 2 Vice Presidents for each quarter (1st-3rd)
 1. 10 points per New Club Built (Adult or JOI)
 2. One point per New Adult Member added including Charter Members (No JOI members)
 3. 120 Day List – 10 points each District that has two or less Clubs on the list at Quarter End
 4. Bonus: 15 points for each District with no Clubs on the 120 Day list at Quarter end
 5. Foundations – One Point for every \$200 of unrestricted funds donated to either the OIF or CCOF during with Quarter with a limit of 10 points
- Top 10 Governors and Top 2 VPs for 4Q / year-end based on cumulative Scoreboard results

Award

- Hand-made pen with Centennial 100 logo for quarterly winners; final top winners to also earn engraved plaque and trip to Junior Golf Tournament of Champions in fall of 2019



Membership Incentive

“Homecoming” Centennial Promotion

Objective

- Increase membership through special promotion targeting former Optimist Club members using the Centennial celebration as an occasion to capitalize on member pride and enthusiasm to fuel growth

Target audience

- Former Optimist Club members

Promotion

- \$30 fee to join for first year (covers member fee and international dues, similar to Teachers Incentive and 30<30)
- Timeframe: 2018-19 Optimist year

Parameters

- Promotion can only be utilized for a “former member” once (i.e. cannot drop and re-add during the year at \$30 rate)

Note: Teacher incentive and \$30<30 both continued for 2018-2019

Lt. Governor Awards & Incentives

CENTENNIAL "PROMISE YOURSELF" AWARDS 2018-19

INDIVIDUAL MEMBER

Criteria

- Sponsor a New Member
- Participate in a Club Project
- Submit a testimonial / "Optimist Story" to Optimist International

Award

- Centennial "Promise Yourself" logo pin



CLUB PRESIDENT

Criteria

- Personally earn the Individual Member award
- 20% of Club Members earn Individual Member award

Award

- Centennial "Promise Yourself" logo letter opener



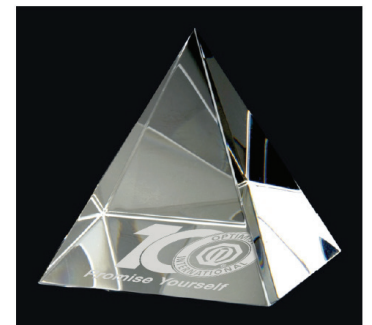
LT. GOVERNOR

Criteria

- Personally earn the Individual Member award
- 20% of Club Presidents earn Club President award

Award

- Centennial "Promise Yourself" logo desk paperweight (crystal pyramid)



Centennial Fast Start Award
(promote Convention attendance and growth)
DEADLINE MARCH 31 / END Q2

CLUB PRESIDENT

Criteria

- Build a New Adult Club
- Net +5 in Members end of Q2 (on track for +10 year-end)

Award

- Every Member of Club eligible for \$100 Convention registration in Louisville



CENTENNIAL DISTINGUISHED CLUB

Criteria

- Honor Club requirements +
- Net +10 in Membership
- Build a New Adult Club
- \$100 unrestricted contribution to Foundation

Award

- Banner Patch and Certificate (President and Secretary-Treasurer)
- Gavel award with Centennial logo



Membership Incentive

"Homecoming" Centennial Promotion

Objective

- Increase membership through special promotion targeting former Optimist Club members using the Centennial celebration as an occasion to capitalize on member pride and enthusiasm to fuel growth

Target audience

- Former Optimist Club members

Promotion

- \$30 fee to join for first year (covers member fee and international dues, similar to Teachers Incentive and 30<30)
- Timeframe: 2018-19 Optimist year

Parameters

- Promotion can only be utilized for a "former member" once (i.e. cannot drop and re-add during the year at \$30 rate)

Note: Teacher incentive and \$30<30 both continued for 2018-2019

Vice President Awards & Incentives

CENTENNIAL "PROMISE YOURSELF" AWARDS 2018-19

INDIVIDUAL MEMBER

Criteria

- Sponsor a New Member
- Participate in a Club Project
- Submit a testimonial / "Optimist Story" to Optimist International

Award

- Centennial "Promise Yourself" logo pin



GOVERNOR

Criteria

- Personally earn the Individual Member award
- 20% of Lt. Governors earn Lt. Governor award

Award

- Centennial "Promise Yourself" logo personalized gavel plaque



INTERNATIONAL VICE PRESIDENT

Criteria

- Personally earn the Individual Member award
- 20% of Governors earn Governor award

Award

- Centennial "Promise Yourself" logo crystal personalized award



Centennial Fast Start Award
(promote Convention attendance and growth)
DEADLINE MARCH 31 / END Q2

GOVERNOR / DISTRICT

Criteria

- Build 2 New Adult Clubs
- End Q2 at +15 Members

Award

- Every Member of Club eligible for \$100 Convention registration in Louisville



CENTENNIAL DISTINGUISHED DISTRICT

Criteria

- Distinguished District requirements +
- Net +100 in Membership
- \$10,000 unrestricted contribution to Foundation

Award

- Banner Patch and Certificate (Governor and Secretary-Treasurer)
- Gavel award with Centennial logo



2018-19 Quarterly Awards/Incentives for Governors and Vice Presidents

Q1 – Belmont Stakes

Q2 – Preakness

Q3 – Kentucky Derby (timed with Louisville Convention)

Q4 / Year-End – Triple Crown

- Points will be accumulated on a quarterly basis
- Awards for top Governor per Region and the Top 2 Vice Presidents for each quarter (1st-3rd)
 1. 10 points per New Club Built (Adult or JOI)
 2. One point per New Adult Member added including Charter Members (No JOI members)
 3. 120 Day List – 10 points each District that has two or less Clubs on the list at Quarter End
 4. Bonus: 15 points for each District with no Clubs on the 120 Day list at Quarter end
 5. Foundations – One Point for every \$200 of unrestricted funds donated to either the OIF or CCOF during with Quarter with a limit of 10 points
- Top 10 Governors and Top 2 VPs for 4Q / year-end based on cumulative Scoreboard results

Award

- Hand-made pen with Centennial 100 logo for quarterly winners; final top winners to also earn engraved plaque and trip to Junior Golf Tournament of Champions in fall of 2019



Membership Incentive

“Homecoming” Centennial Promotion

Objective

- Increase membership through special promotion targeting former Optimist Club members using the Centennial celebration as an occasion to capitalize on member pride and enthusiasm to fuel growth

Target audience

- Former Optimist Club members

Promotion

- \$30 fee to join for first year (covers member fee and international dues, similar to Teachers Incentive and 30<30)
- Timeframe: 2018-19 Optimist year

Parameters

- Promotion can only be utilized for a “former member” once (i.e. cannot drop and re-add during the year at \$30 rate)

Note: Teacher incentive and \$30<30 both continued for 2018-2019