

2018-2019
Governor's
2nd & 3rd Quarter
Action Plan



June 30 target date

Getting the year started in the right direction takes careful planning. Breaking up your goals into quarterly targets will help track your progress and also get the wheels moving in the right direction. Utilizing the set District Goals and Plans, establish what targets to set for the 2nd & 3rd Quarter of the year. Next, decided on what strategies to implement to accomplish this 2nd & 3rd Quarter Action Plan.

GROWTH TARGET:

(specific and measurable target to accomplish by December 31 based on your overall growth goals for the year)

Grow each club by 2%
Build 1 new club

ACTION:

(What needs to be implemented and what do you and your team need to do so that this target is reached? Be specific with who is responsible and when the action will take place.)

Gov., Gov-elect, & Membership Chair will be assigned clubs to call and make suggestions re how the club might change so that members are getting the value they need to stay engaged. Specifically: call absent members; send hand written notes to absent members; invite members to join committee; mentor new members; reward members with logo items; make all members feel like family; survey members (esp. absent ones) to see if club is meeting their needs; conduct exit interview (why did you leave?); invite parents of the children the club serves; invite your friends

MARKETING TARGET:

(specific and measurable target to accomplish by August 31, 2019 based on your plans to increase awareness through marketing for the year)

Each club will join local Chamber of Commerce
Each club will generate at least one new newspaper article or radio announcement regarding the Optimist Centennial

ACTION:

(What needs to be implemented and what do you and your team need to do so that this target is reached? Be specific with who is responsible and when the action will take place.)

The District will provide all clubs with prototype newspaper articles, media advisories, and press releases as well as radio public service announcements. Clubs will be asked to send published articles etc to the webmaster for posting

Continue with the logo signs around town

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ENGAGEMENT/TRAINING TARGET:

(specific and measurable target to accomplish by August 31 based on your plans to increase engagement and elevate training for the year)

The goal is for members to leave District Conferences with inspiration and information they can use

ACTION:

(What needs to be implemented and what do you and your team need to do so that this target is reached? Be specific with who is responsible and when the action will take place.)

3rd Quarter Conference: What to Expect at OI Convention; Horse Race Game for Officers; PGI/PDP; How Fit Is Your Cub?

4th Quarter Convention: Certified Trainer for Officer Training; So You Think You Want to Be a Governor?; Video Making 101

Fun hospitality room at each conference

FINANCIAL STRENGTH TARGET:

(specific and measurable target to accomplish by August 31 based on your plans to increase your District's financial strength and lessen its reliance on dues to fund District activities)

Increase club and member participation in OIF by 10%

Increase Dime-A-Day by 10%

Look for outside support for conferences

ACTION:

(What needs to be implemented and what do you and your team need to do so that this target is reached? Be specific with who is responsible and when the action will take place.)

District OIF chair will encourage participation

Someone from local Zone will apply for a grant at each location where conference is held