

**East Missouri District  
Optimist International  
2020-2021  
Strategic Plan  
Adopted August 2020**

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 2019-2020 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 new 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:

- Having clubs focus on recruitment process over recruitment numbers
- Reminding clubs the importance of N.O.W. programs
- Utilize \$30 under 30 and Teacher Incentive Programs
- Focusing on better retention practices
- Instituting a District Recognition Program
- Stress the importance of succession planning
- Live training simulations

**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:

- Increased attendance at District conferences
- Assessment of clubs' needs and providing training in those areas

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

- Conferences will be more interactive
- Awards & Achievements will focus on rewarding engagement
- Each club will complete the Optimist International Club Fitness Evaluation
- Clubs will receive one-on-one training based on their specific needs
- Training at conferences will focus on current or future needs of clubs

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

- Each club will join local Chamber of Commerce
- Each club will be encouraged to have two social media outlets ( Facebook, Twitter, Instagram etc)

- The District will decide on a " # " for all clubs to use in their social media posts, thereby increasing the exposure of the Optimist brand

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

- Encourage clubs to select a Social Media Chair
- Teach clubs effective social media marketing strategies
- Encourage clubs to work with Optimist International Marketing Committee

**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 and measurable targets, are as follows:

- Increase club and individual member participation in Optimist International Foundation by 10%. Increase 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 conferences to clubs who increase Dime-A-Day by 10%
- Finance Chair and Governor will monitor aging reports and the Governor will contact 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