

**EAST Missouri District**  
**Optimist International**  
**2010-2011**  
**Strategic Plan**  
**(Revised August, 2010)**

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**I. Introduction**

This document is a Revision of the East Missouri Optimist District Plan that was received by the OI Executive Director October 1, 2008 & 2009. This is a statement of belief that we can achieve our organizational goals through forward planning & a clear vision of how to reach our goals. As this document becomes a working plan for the East Missouri Optimist District, it is incumbent upon the District Leadership Team to work toward achieving the goals as laid out by using the strategies and benchmarks listed herein. This PLAN will be updated, and presented at the August District Convention, by the Governor-Designate, for approval before filing it with the Optimist International Office. The EMO Policies will be updated to reflect the responsibilities of the Strategic Planning Committee.

**II. Purpose**

The purpose for the East Missouri District (EMO) of Optimist International (O.I.) is to assist the Optimist Clubs, within its borders, in Bringing out the Best in Kids through leadership training, support programs and personnel, networking opportunities and achieving goals that are designed to fulfill the objectives of our Vision, Mission, and Core Values in our words and actions.

a. Vision – The East Missouri Optimist District will become united as positive leaders who aspire to live the philosophy of our Optimist Creed as a way of life and then share it with the world.

b. Mission – By providing hope and a positive vision, our East Missouri District Optimists Bring out the Best in Kids.

c. Core Values – Our values are reflected in each tenet of our Optimist Creed, as if it read as:

I PROMISE; To be so strong that nothing can disturb MY peace of mind; To talk health, happiness and prosperity to every person I meet; To make all MY friends feel that there is something in them; To look at the sunny side of everything and make MY optimism come true; To think only of the best, to work only for the best and to expect only the best; To be just as enthusiastic about the success of others as I AM about MY own; To wear a cheerful countenance at all times and give every living creature I meet a smile; To give so much time to the improvement of MYSELF that I have no time to criticize other; To be too large for worry, too noble for anger, too strong for fear and too happy to permit the presence of trouble.

### III. Goals, Strategies & Benchmarks

**Goal #1** – Develop positive growth throughout the East Missouri Optimist District.

1. Strategy – Encourage all clubs to attain Honor Club status through membership, member retention and support all efforts for clubs to attain Distinguished Club status by the end of the administrative year.
2. Strategy – Provide a Mentoring Network of past Governors who would be willing to assist each Lt. Governor in supporting, encouraging and assuring the success of each club within their Zone.
3. Strategy – Create a NCB Mentoring Network for pairing Builders of Excellence, and other experienced New Club Builders, with novice Optimist volunteers to build clubs in targeted areas within the District. The Network shall develop a list of the targeted areas for the 2010-2011 year.
4. Strategy – Create new incentives and promotions for N.O.W. (New Optimists Wanted) events in each zone to increase net member gains, especially in clubs with low membership numbers.
5. Strategy – All clubs assign a mentor to new club members and assign the new member to a committee.
6. Strategy – Create and Promote the “Art of Replacement” in each club throughout the EMO District.
  - Benchmark: 50% of all clubs achieve Honor Club status and 20% achieve Distinguished Club status in 2010-2011.
  - Benchmark: Clubs perform projects that touch the lives of 20% more kids and report them to the District.
  - Benchmark: Optimist Mentoring Program in use by 50% of clubs.
  - Benchmark: 6 new clubs & 6 + pilot clubs built by 9/30/11.

**Goal #2** – Increase the general awareness of (1) Optimist Clubs in the East Missouri District, (2) our purpose and (3) the work being done.

1. Strategy – Develop a public relations plan for the EMO District that will support all clubs, and the District, by developing methods that establish relationships with local news media providers.
2. Strategy – Support the efforts of all clubs to engage in projects with mass media that promote our Optimist Vision, Mission, and Core Values.
3. Strategy – Create promotional campaigns specifically designed to increase the awareness of Optimist Clubs in each community and the projects they provide.
4. Strategy – Conduct training programs at District conferences and convention to

instruct Optimist Members how to utilize marketing and public relations techniques assure that work and efforts are not a well kept secret any longer.

5. Strategy – Encourage each Club to promote Friends of Optimist Membership.

Benchmark: Public Relations plan, for next year, developed and adopted at 2010 Convention.

- Benchmark: Public relations team created to reach out to clubs at the local level.
- Benchmark: PR training conducted, and/or available materials, at every district meeting.
- Benchmark: Friends of Optimist Membership will increase 100% by 9-30-11.

**Goal #3** – Increase Optimist member attendance at District events and increase involvement and activities that Bring out the Best in more Kids.

1. Strategy – Create opportunities for clubs to bring and show table-top displays of their projects and fundraising activities at each District event.

2. Strategy – Increase promotion of District events through use of e-mail invitations and better web site utilization.

3. Strategy – Conduct on-line surveys, and/or provide a Suggestion Box at, to allow members to suggest training topics and ideas for increasing interest and attendance at District events.

4. Strategy – Assure that all District events are “family friendly” with quality involvement opportunities for all attendees.

5. Strategy – Use O.I. Certified Trainers at least twice each year to assist in achieving goals and objectives throughout the District.

- Benchmark: Attendance increases by 15%.

**Goal #4** – Increase individual and collective gifting for Optimist International Foundation (OIF) and Childhood Cancer Campaign (CCC).

1. Strategy – Encourage each club in the District to create special fundraising events to benefit (1) the O.I. Foundation and (2) the Childhood Cancer Campaign.

2. Strategy – Improve the perceived status/role of the District OIF Representative (DFR) and the Club Foundation Rep (CFR.)

3. Strategy – Increase the awareness of O.I. gifting programs at District events, on the District web site, direct e-mailings, and/or postal mailings.

- Benchmark: Club level giving to the Optimist International Foundation increase by 10%.
- Benchmark: The number of individual donors increases by 10%.

**Goal #5** – Create and support an EMO JOOI District within the East Missouri Optimist District and expand the number of JOOI clubs.

1. Strategy – Create a network of youth club supporters to team with the JOOI Committee Chair in an effort to build new JOOI clubs throughout the District.
2. Strategy – Utilize contacts made through successful club projects to develop interest in building JOOI Clubs throughout the District.
3. Strategy – Identify new ways to engage schools in local Optimist Club programs.
4. Strategy – Create opportunities and incentives for existing JOOI Club members to assist in building new JOOI Clubs.
5. Strategy – Involve JOOI leaders in EMO District Conferences and Convention.
  - Benchmark: EMO JOOI District created by 9/30/11.
  - Benchmark: JOOI clubs increased by 50%

**IV. Recommendations:**

- a. It is recommended that verbiage will be added to our EMO Policies, to support a standing Strategic Planning Committee who will administer this plan, revise it for the new year, and file it with Optimist International.
- b. The Strategic Planning Committee shall function in an advisory capacity to the current Governor and to the EMO District Board of Directors.
- c. This committee shall be chaired by the current Governor-Elect and its other members shall be the current Governor, all past Governors who are willing to serve, the current Secretary/Treasurer, the Finance Chair, and the Policy Chair.
- d. This committee will meet at least three times annually, and/or as often as necessary to evaluate, review, update, and prepare a written (1) progress report of the past years' accomplishments and challenges and (2) a revised strategic plan to be submitted to the EMO Executive Committee, and the District Board of Directors, at the 4<sup>th</sup> Quarter Meeting (convention) for adoption.
- e. The adopted plan will be filed with OI Executive Director by the committee chair.
- f. The timeframe for a newly revised plan, its execution, and its goals will begin October 1 of each year and continue until completed, and/or on September 30<sup>th</sup> of the following year – which ever comes first.

Continuing to Grow in Optimism,

*John D. Strickland,*

**EMO 2009-10 Governor-Elect**