



# EAST Missouri District

Optimist International  
2016-2017

## Strategic Plan (Revised September, 2016)

### I. Introduction

This document is a Revision of the East Missouri Optimist District Plan sent to the OI Executive Director October 1, 2009 & 2010. This is a statement of belief that we can achieve our organizational goals through forward planning and 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 here. This PLAN will be updated, and presented to Executive Board 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:

- a. leadership training,
- b. support programs and personnel,
- c. networking opportunities, and
- d. achieving goals that are designed to fulfill the objectives of our Vision, Mission, and Core Values in our words and actions.

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.

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

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 others; 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 - Increase members in EMO to 2000 by 2020
  - Benchmark: 1655 member on 9/23/16 to 1775 by 9/30/17
  - 1900 by 9/30/2018
  - 2000 by 9/30/2019
  - 2050 by 1/1/2020
2. Strategy - Increase clubs in EMO to 70 by 2020
  - Benchmark: 46 clubs on 9/23/16 to 53 clubs by 9/30/17 (7 new Clubs)
  - 60 clubs by 9/30/2018
  - 67 clubs by 9/30/2019
  - 70 clubs by 9/30/2020
3. 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.
  - Benchmark: 100% of all clubs achieve Honor Club status and 20% achieve Distinguished Club status in 2016-2017.
4. 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.
5. Strategy – Create a New Club Building 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 2016-2017 year.
  - Benchmark: Optimist Mentoring Program in use by 50% of clubs.
6. 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.
7. Strategy – All clubs assign a mentor to new club members and assign the new member to a committee.
8. Strategy – Encourage club and district to create orientation programs for new members to educate new optimist on the club , district and OI .

**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 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 9-30-16.

**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 club, zone, and district level, allowing 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. Currently about 50 per convention in 2015-2016. 75 per convention 2016-2017

**Goal #4** – Increase individual and collective giving 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.
4. Conduct training for Club level Optimist International Foundation representatives on techniques to increase giving, such as the “dime-a-day” program.
  - 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 Junior Optimist International (JOI) District within the East Missouri Optimist District and expand the number of JOI clubs.

1. Strategy – Create a network of youth club supporters to team with the JOI Committee Chair in an effort to build new JOI clubs throughout the District.
2. Strategy – Utilize contacts made through successful club projects to develop interest in building JOI 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 JOI Club members to assist in building new JOI Clubs.
5. Strategy – Involve JOI leaders in EMO District Conferences and Convention.
  - Benchmark: EMO JOI District created by 9/30/17.
  - Benchmark: JOI clubs increased by 50% (9 on 9/22/16 to 12 on 9/30/17)

#### **IV. Recommendations:**

- a. Use under 30 committee to activity plan the event and fun for Friday night.
- b. Use Assistant Governors to work closely with Lt Gov and district chairs.
- c. Get all clubs a Facebook Presence
- d. Retention. Conduct exit interviews when possible with departing club members. Former members who depart due to death or long-distance move are exempt.
- e. Recruitment. District leadership call each new member
- f. Award someone or something at district meeting for local clubs
- g. Friday at district meeting recruit members and friend of optimist for the local clubs
- h. Give A and A credit for interclub visits if two members from visiting club attend.
- i. District bus to attend OI convention
- j. District honors
  - I Club of the year
  - II Optimist of the year