

2018-19 Governor's Goals and Plans



Each Governor should develop a plan for their District around the 4 primary goals of Optimist International for 2018-19 in the areas of Growth, Engagement/Training, Marketing and Financial Strength. Identify your goals and determine specific objectives and strategies / tactics to accomplish these goals. The intent is for this to be a framework of goals and plans that will correlate to and benefit the goals and plans of your District. (Sample Objectives and Strategies / Tactics included for consideration).

GROWTH: Expand the impact of Optimist International in my District through growth in members and clubs.

Objectives: (specific, measurable targets)

- increase in membership of 5% or Net 260
- Build 5 new clubs with 35 members each
- Build 3 JOI clubs
- Build 1 College Club
- Promote NOW Meetings

Strategies and Tactics: (how to achieve)

- Talk with each Chair responsible for Membership, New Club Building, and Club Fitness ensuring they know goals and their responsibilities
- Ensure Lt Governors are knowledgeable of goals and responsibilities.
- Making monthly Zoom calls with Lt Governors to discuss issues and go over details and progress towards goals.
- Going to promote JOI Clubs and College Clubs.
- Going to have a competition between the Lt. Governors and Club Presidents for each Quarter and the overall year. Prizes will include: Free registration each quarter for Lt. Governor and Club Presidents. Visa Gift Cards, Banners, and Free Registration to Louisville Convention

***NOTE:** Identify specific plans and track progress by quarter/month working with Presidents of Clubs.

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ENGAGEMENT/TRAINING: Strengthen Optimist Clubs and members in my District through effective engagement and leadership development.

Objectives: *(specific, measurable targets)*

- Have 50% of Clubs achieve Honor Club status
- Have 15 Clubs achieve Distinguished status
- Have 10 Clubs achieve Centennial Club status
- Have 50 First Timers attend District Conferences/Convention
- Improve attendance at District Conferences/Convention by 10%

Strategies and Tactics: *(how to achieve)*

- Promote the importance of earning Honor Club Status
- Promote the importance of building new clubs – Incentivize
- Promote the incentives from OI and District to Lt. Governors and Presidents
- Use Monthly Zoom meetings to reinforce Goals and Incentives and assist in implementation
- Promote attendance at Louisville International Convention

***NOTE:** Establish specific plans and schedule for communications, visits, conferences as well as “tracking” to help Club Presidents attain goals.

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MARKETING: Raise the profile of Optimist International and Optimist Clubs in my District in the external media / public.

Objectives: (*specific, measurable targets*)

- Increase the usage of Social Media at District, Club levels.
- Promote the better usage of our District Web Site
- Promote usage of District and Club Newsletters
- Have District provide at least 1 “Optimist Stories” to OI (Story of the impact Optimism has made to a member, a recipient of Optimist sponsorship or JOI participant) that will be shared through OI and District media

Strategies and Tactics: (*how to achieve*)

- Provide training at District meetings related to Marketing and Social Media
- Offer training assistance to Clubs relating to Marketing and Social Media
- Utilize tools provided by the Marketing and Centennial Committees to promote Optimism at The District, Zone and Club levels. Also, for use at NOW meeting and NCB etc.
- Be more aggressive in getting stories and pictures to the Press to promote the Optimist Brand

***NOTE:** Work with Clubs on creating and submitting press releases for their projects. Encourage the use of Social Media channels for both Club and District activities.

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FINANCIAL STRENGTH: Strengthen financial capacity to reduce reliance on District membership dues to fund District activities.

Objectives: (*specific, measurable targets*)

- Increase the participation in OIF by increasing Dime-a-Day by 15%
- Increase the participation of Centennial Club and Presidents Clubs by 10%
- Ensure 100% collection of all payments due to OI and District
- Keep Clubs off the 120-day Aging Report

Strategies and Tactics: (*how to achieve*)

- Work hand-in-hand with District DFR to promote participation in OIF
- Will work with District Secretary/Treasurer, Finance Chair and Lt. Governors to continually monitor the aging report for delinquent payments to OI and District

***NOTE:** Research and identify potential sponsors for District Activities (Wal-Mart, Kohl's etc.) Don't forget that some businesses may donate "in-kind" merchandise such as bicycle helmets or hot dogs.