

iImagine 2020

Optimist International's Virtual Convention

WORKSHOPS

SATURDAY, JUNE 27, 2020

3:00 p.m. (Central)

HOW TO CLIMB THE OPTIMIST INTERNATIONAL LADDER

Due to popular demand, this Workshop has been filled. However the workshop will be recorded and you can view the session after the Virtual Convention is over. Thanks for your interest in this workshop and hopefully you can attend at next year's Convention in Atlanta.

SUNDAY, JUNE 28, 2020

3:15 – 4:00 p.m. (Central)

ACTIVITIES ...UNLEASHING THE CREATIVITY!

Join members of the 2019-2020 'iImagine' Activities Committee for this session introducing Optimist International's new slate of activities developed to unleash the creativity of the young people we serve in a festive and caring atmosphere. These projects, including "The Optimist Photography Contest", "The Optimist Visual Arts Competition", "Optimists Spark Fun in the Park", and "Kaleidoscope of the Performing Arts" will be discussed. In response to the 'events of the day', the details of our latest project, "Re-iMaging Support", will be presented. It is time to "iImagine" the possibilities in your community.

*Activities Committee, Sonia Anderson-Chair,
Mark Harris, Susan Armstrong, Obryan Leighton,
Deanna Morrow*

BETTER SELECTING AND ONBOARDING VOLUNTEERS

Searching for the right volunteers is like fishing. We need to determine what is the best way to "catch" the right volunteers. Do we cast out a big throw net? Do we use a fishing pole with a big or small bait? Do we chum up the waters? Do we fish close to shore or out in the open ocean? During this workshop, you will learn tips and suggestions on recruiting volunteers and how to keep the special "catches of the day"! *International Leadership Development Committee, Susan Fix*

CCOF: WHO WE ARE, WHAT WE DO

You know our name, but do you really know who we are? The Canadian Children's Optimist Foundation offers many opportunities that could help your Club kickstart its projects. Through this workshop, you will learn more about our programs (Outsourcing, Spread Relief, Club Grants, and Designated Club Grants) and hear about wonderful projects from Canadian Clubs. *Rod McKendrick, President of the Canadian Children's Optimist Foundation*

CREATING POWERFUL GRAPHICS FOR FREE

*International Marketing Committee Chair,
Meg Lewis*

DIGITAL FUNDRAISING BASICS

Are you constantly trying to find ways to fundraise for your Club? Why not try fundraising online? This



workshop will help you to explore online fundraising tactics for your Club. *Michelle Turner, Leadership Management System Administrator*

FOLLOW ME

How to Gain Followers Through Social Media
*International Marketing Committee,
Linda Vaught-Disney*

MEMBERSHIP RECRUITING OPPORTUNITIES... TODAY AND TOMORROW

Jim Boyd, Director, Strategic Growth

OPTIMIST JUNIOR GOLF

Learn about the Optimist Junior Golf program. Help be the “driving” force behind the program. Make a dream come true for a young golfer and help these golfers walk in the footsteps of legends.

ORGANIZATIONAL COMMUNICATION

For the better part of every day, we are communicating to and with others. Whether it's the speech you deliver in the boardroom, the level of attention you give your spouse when they are talking to you, or the look you give the cat, it all means something. This workshop will help participants understand the different methods of communication and how to make the most of each of them. *Professional Speaker, Steve McCullar*

SOCIAL MEDIA AS A PROMOTION TOOL

Where, When and How to Engage
International Marketing Committee, Denise Nacev

SUCCESSION PLANNING

Managing the succession of talent in your Club is a vital strategic process that minimizes gaps in leadership, ensures the continuity of organizational knowledge, and enables your members to develop the skills necessary for possible leadership roles. This workshop will show you how to design and implement an effective and flexible succession plan that will help your Club continue to grow and achieve its goals. *Michelle Turner, Leadership Management System Administrator*

KIDS SPEAK OUT/ORATORICAL CONTEST

Learn new information and strategies to initiate a successful Kids Speak Out! Speak Contest. Let's prepare elementary age students to become future OI Oratorical World Championship winners!
*International World Oratorical Chair, Dave Bruns
and Diana Carlin*

WHY DO PEOPLE KEEP SAYING LMS?

You might be wondering why do people keep saying LMS and what does it mean? This workshop is going to talk about Optimist International's LMS, why you should use it, how to get started, and how to find your way around the site. *Michelle Turner, Leadership Management System Administrator*

GO TO THE FOUNDATIONS VIRTUAL ROOM FOR ADDITIONAL WORKSHOPS ABOUT THE FOUNDATION:

- GRANT BEST PRACTICES
- WHAT THE FOUNDATION CAN DO FOR YOUR CLUB

All workshops will be available for the first time on Sunday, June 28
from 3:15 – 4:00 p.m. and on demand thereafter.

CLICK HERE to register for the conference and participate in these workshops.

