

Turn Up the Heat!

Hello, all our Optimist Friends and Family.

As we move into the middle of the last quarter of the Optimists new year, we need everyone to turn up the heat on their recruiting efforts!

Here is a tip for you if you're wanting to improve your recruiting efforts in a hurry!

Start a new member referral program.

- Provide recruitment talking points and tips that teach members how to talk about membership benefits and impact, not membership features.
- Reward members who put their reputation on the line by recommending Optimism and membership.
- Do something different, show appreciation by giving successful recruiters a promo code for an event or product, an invitation to an exclusive event, or other VIP treatment. (Give them a choice of rewards: what appeals to one member may not appeal to another.)

Our world and its Children need more help today than ever before!

The wonderful thing is, that our neighbors, friends, and constituents are more willing to help today than ever before also!

“Choose Optimism”