

# TARGETED RECRUITMENT CALENDAR

The 2018-2019 International Membership Committee is encouraging all Optimist Clubs to participate in "targeted recruitment" each month of this Optimist year. While all Members are valuable; this calendar will hopefully encourage Clubs to look for new Members in areas that they may not have thought of.

OCT

What better place to start than with those who already know our organization. This group is also helped by an incentive lasting the entire 2018-2019 Optimist year, where **former Optimist Members** can rejoin a Club for only \$30 in international dues for their first year!

NOV

**Young Professionals** It's no secret that many Optimist Clubs tend to represent the older demographic. Young professionals can bring new ideas and skillsets to your Optimist Club. These Members are also frequently eager to provide hands-on help at service projects and fundraisers. The \$30 under 30 incentive is still in place so any new Member aged 30 or younger can join for only \$30 in international dues for their first year!

DEC

**Family members** Optimist Clubs frequently forget to look for Members right under their own roofs! December was chosen since many families gather together for the holidays. Share the gift of Optimism with your kids, grandkids, nieces, nephews, cousins, etc. Create your legacy of Optimism!

JAN

**One Less Decade** While young professionals are a great way to bring younger Members into your Club<sup>o</sup> sometimes recruiting Members in their 20s or early 30s can be difficult for many Clubs. In January, each Member is encouraged to recruit someone who is about 10 years younger than themselves. Some Clubs will lower their average age just by recruiting Members in their 40s, 50s, or 60s.

FEB

**Healthcare Professionals** Many healthcare professionals are well connected within the community and may have keen insight into additional needs for children.

MAR

**Local Business Owners** These individuals can prove invaluable in a variety of ways by helping provide materials or services for Clubs at a free or discounted rate. They stand to benefit by having the Club promote their business. A win-win for the Club and the business!

APR

**Past Participants and Parents of Optimist Club Programs (Oratorical, Essay, Golf, CCDHH, etc.)** Who better to recruit than individuals who have seen first-hand how your Club can help the community? Ask parents to support the Club that has given their child these opportunities. Encourage youth participants to get involved with a Junior Optimist Club, or as an adult Member after they have turned 18.

MAY

**Law Enforcement/Active Duty Military/ Veterans** One of the purposes of Optimist Clubs is to: "to inspire respect for the law; to promote patriotism and work for international accord and friendship among all people . What better group to help with this than law enforcement, military, and veterans?"

JUN

**Graduating Junior Optimists** Work with your local Junior Optimist advisors to try and keep these kids involved even after they have graduated from high school! These graduating seniors are able to join any Optimist Club free for an entire year.

JUL

**Neighbors/Friends/Coworkers** Another opportunity to recruit Members who are right under our noses! Ask people close to you about joining Optimism during those summer barbeques or pool parties.

AUG

**Educators** With schools getting back into session, speak with teachers, coaches, and administrators at your local schools about joining your Club. These individuals interact with local youth on a daily basis and can be a great asset to your Club through these connections. All Educators can join for \$30 for their first year!

SEP

**Friend of Optimists** September is your last chance of the year to get some new Members and hopefully reach Honor or Distinguished Club status! Consider reaching out to local businesses, community leaders, speakers at your meetings, or anyone who says they "don't have enough time to volunteer . Friend of Optimists support your Club financially, but many also eventually become active Members!