



THE 3 “R” PROGRAM – Renew-Refresh-Revitalize What is it and what can it do for your Club?

Renew- We need to renew our Member’s interest in both the Club and the Organization. This is the time to determine where your Club is now. This is also the time to determine what challenges the Club faces and see what things can be done to meet those needs. One of the best ways to accomplish this is through direct communication with each member. Instead of sending an e-mail- have the Club Leadership Team divide up the Members in the Club and contact them personally with either a phone call or a face-to-face meeting . During the conversation, find out what the Member likes about being a member of the Club. This is also a good time to find out what the Member wishes that the Club would do and what things that they wish the Club wouldn’t do

Refresh-After a Club has assessed what the Members like about what the Club is doing and have given suggestions on what they would like to see the Club do, it is time to make plans to refresh your Club. This is the time for the Members to focus on the positive things that the Club offers and look for ways to improve. It is also a time to develop an Action Plan to bring on new activities and communicate that plan to each Member of the Club and share those plans with Zone and District leaders and the local community. This is a good time to work with District Chairs such as Leadership Development and Membership on activities for members. Starting new activities can generate interest in the Club by people who may not have been aware of the Club before and can offer current Members something new.

Revitalize-Revitalizing a Club means that the Members of the Club have a strong feeling of belonging and are committed to helping to achieve the goals of the Club and understanding how important they are to helping the Organization achieve its goals and objectives. This is a time to remind Members of the history and purpose of the organization and to emphasize what the organization offers to people and communities. This is a good time for Members to become active in the PGI or PDP program if they have not done so already. It is an opportunity to learn something about the Organization and develop personal skills or business

Program Requirements

1. Club Leadership conducts personal communication with at least 75% of Club Members determining what the Club is doing well and what areas could be improved upon. May also find new activities the Club should consider doing.
2. An Action Plan is developed that finds ways to improve what the Club is doing well and defines actions that will be taken to address challenges the Club is currently facing. The Action Plan, including activities, goals and objectives, is communicated to all Members of the Club, as well as Zone and District leaders.
3. One activity must be planned with the District Leadership Chair which includes participation in the PGI program with at least 25% of the members advancing at least one level or starting the PDP program during the year. A second activity must be planned with the District Membership Chair which results in the addition of at least three new members.

The Clubs that complete the three “R” program will receive recognition in “The Optimist” magazine. Additionally, information about the Club could appear on social media sites.