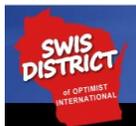


The Sunny Side



Volume One: Issue Four

MUST-HAVES IN OPTIMISM 2021

After a difficult 2020, let's wear a cheerful countenance and give every living creature we meet a smile as we walk the red carpet of Optimism! What better way to do that than to stop by the Optimist Marketing Corner and snag the hottest, must-have items of the year! The Optimist Marketing Corner is your one-stop shop for all marketing, branding, and communications needs. At the top of all Optimists' lists is the must-have accessory of the season: the [Club Marketing/PR Kit](#). No Optimist will want to leave home (or stay home) without it. Check out the do's and don'ts of 2021 in the below Must-Have guide!

Sample-y The Best

Every Optimist will be working only for the best and expecting only the best the next time they communicate with community organizations, neighborhoods, schools, Optimist members, and potential donors. Sometimes it is difficult to know where to start, which is why Optimist International templated communication tools for us.

- Make sure your communities know what amazing things your clubs are doing with [Sample News Releases](#) for Club Activities (Tri-Star, Youth Appreciation, Respect for Law), Scholarship Contests (Oratorical, Essay, CCDHH), Internet Safety, and Club Fundraisers.
- Ask for donations or write thank you letters in business casual style with [Sample Letterhead](#)

YOU'RE INVITED

"COMBO-ZONE" MEETING

Date: Sat, January 9th
Location: Virtual, Zoom
Time: 9:00AM-10:00AM

2nd Quarter Conference

Date: Sat, February 13
Registration:
Opens: Tues, January 12
Closes: Wed, February 10

For more information:
[Conferences](#)

Celebrity Book Club TBR

You'll be giving so much time to the improvement of yourself that you'll have no time to criticize others as you read the latest and greatest in Optimist literature. You'll be sure to add these to your growing TBR (To Be Read):

- [Branding Guidelines](#)
- [Top 10 Ways to Market your Club](#)
- [Social Media](#)
- [Optimist International Brochure](#)

Put Your Best Face Forward

You'll be looking at the sunny side of everything and making your club's Optimism come true with your very own Optimist International logo. The golden arches or the Nike swoosh doesn't change between zip codes, so why should our Optimist Club logos be any different? If you haven't had a chance to update your logo or haven't known how, here are a few easy steps to follow:

- Visit [Optimist International](#) logos
- Under "Club Identities, scroll down "Club Identities for **District 9** (SWIS District).
- Scroll through until you find your club number.
- If you are unsure of your club number, you can visit the [SWIS District](#) listing of clubs (which lists the clubs in the same order as OI).
- Download your club logo in either EPS, JPG and PNG files.
- Use on your social media, business cards, flyers, etc...
- For any further assistance, please contact [Optimist International](#)

Enjoy browsing the Marketing Corner and trying on all the things that it has to offer! It's a great way to ring in the new year and bring out the best in ourselves and our clubs! Happy 2021, Optimists!

To submit a question for the SWIS District Leadership team or to request an article topic for *The Sunny Side*, please contact Amanda.szymbkowski@gmail.com