

The Sunny Side



Volume One: Issue Two

MEMBERSHIP RECRUITMENT: THINKING OUTSIDE OF THE BOX

Let's talk membership! Some clubs are finding it difficult to recruit new members in our new normal of virtual meetings and youth programming. You may be wondering: *Would new members like virtual meetings? Why would new members attend virtual programming? And how would new members fill out a membership application?* To these questions I say: Virtual meetings do not require travel or parking, are free to conduct and attend, and can easily be jumped onto in between work and family obligations. Virtual programming may not provide the same experience, but it does ensure the safest way to gather during a pandemic. And Optimist International provides an [online membership application](#) that can easily be distributed, completed and submitted electronically. I encourage you all to look at *The Sunny Side* of these new times and think outside of the box when recruiting new members! For additional "out of the box" ideas, please see Optimist International's list of membership incentives.

YOU'RE INVITED

SWIS DISTRICT CONFERENCES:

1st Quarter

Date: Sat, November 7th

Location: Virtual Only

Registration:

Register by 11/5 at 7pm!

Register [here](#)

For more information:
[Conferences](#)

CLUB EVENTS

Invite Optimists to your youth programs, community events, and social gatherings here!

FUNDRAISERS

Invite Optimists to donate to your collections, buy raffle tickets, or attend your fundraising events here!

Dear Sunny:

Do you have a question for the SWIS District leadership team? Are you looking for advice on Optimist programming? Write to us and your question will be answered in a bonus "Dear Sunny" issue.

First Responders Membership Incentive: To honor and recognize the valiant and heroic service that Police Officers, Firefighters, Emergency Medical Technicians (EMTs), 911 operators, and other first responders provide to our communities, especially during this pandemic, Optimist International is proud to offer an incentive. From now **until December 31st, 2020**, First Responders may join an Optimist Club for only \$30 for their first year of membership!

Friend of Optimists: Not everyone lives in an area with an Optimist Club. Not everyone has the time to fully commit as a regular member. The Friend of Optimists (FOO) Membership category was created to accommodate people in these situations. By being a FOO, a person can support the missions of Optimist International and Optimist Club projects wherever they are. Optimist Clubs can also bestow a Friend of Optimists membership for community partners who are already bringing out the best in youth and the community apart from Club affiliation.

Social, Service and Young Professionals Group (SSYPG): By starting an SSYPG, an Optimist Club grows their own club membership and receives credit for new club building without paying a charter fee. Morning clubs struggling to recruit members available to attend their meetings can start an SSYPG that meets in the evening. Clubs who struggle to reach students to apply for their Essay, Oratorical and Tri-Star contests can start an SSYPG of local teachers and coaches. Clubs in need of building visibility in their local communities can start an SSYPG of community leaders and partners. SSYPG members also have an incentive. They can function independently and operate less traditionally than their sponsored Optimist club.

30 and Under for \$30: Young adults can bring energy, talents, new ideas and leadership to our clubs. The 30 and Under for \$30 incentive encourages young adults to join their local Optimist Club with less of a financial impact. From now **until December 31, 2020**, anyone age 18-30 will only be asked to pay \$30 for their first year of membership.

Recruit a Teacher: Teachers provide a direct connection with schools, thus opening doors to the students who can participate in their youth projects – including Oratorical, Essay, Tri-Star, etc. Teachers provide first-hand insight into the needs of the youth in the community. Teachers provide the foundation for starting a Junior Optimist Club. For these reasons and more, Optimist International is offering teachers an incentive. From now **until December 31, 2020**, their first year of membership will only be \$30.

Contribute to *The Sunny Side*: Amanda.szymkowski@gmail.com