



One And Done | Activity List - Suggestions

SWIS District

The following list has been created to help clubs EASILY identify and select the One and Done Membership Activities that are right for them. The Activities listed below have been identified by the District Level as effective, easily implemented tasks that can be performed monthly by your club.

This list is expected to grow substantially! In addition to the many benefits of new members, your club will also earn rewards for participation, which will provide other benefits too.

LITMUS TEST: An ideal 'One and Done' Activity is one which is easily implemented by one or two club members for little or no club cost AND which will actively and directly encourage new membership.

#1 APPOINT A MEMBERSHIP CHAIR TO MANAGE YOUR 'One and Done' ACTIVITY CALENDAR/CARDS

Assign a membership chair for the club. They are responsible for reporting membership status and events at meetings once per month, and tracking the progress of One and Done Activities, Membership recruiting & retention.

#2 HOST A HOLIDAY PARTY

Plan and Share an Annual Holiday Activity, inviting new potential members.

#3 HOST A NOW MEETING

Plan and Share a 'New Optimist Welcomed' NOW Meeting in your community.

#4 SEND 10 JOIN FOOI LETTERS

Send out 10 or more JOIN letters to local businesses, signed by all members of the club, inviting them to become a Friends of Optimist or more active participation.

#5 ISSUE A CLUB 'OPTIMIST OF THE YEAR AWARD'

Pick and publish a Club Optimist of The Year Member Award - present it to the members and publish it in your local paper and on your website.

#6 HOLD AN ANNUAL COMMUNITY CLUB GATHERING

Pick a date for an event (picnic, bowling, dinner, etc) that combines your club and another club for the event. Distribute brochures and invite their club members to join club.

#7 HOLD A YOUTH CENTER MEETING

Hold a meeting at a local youth center, work to recruit one person to become a new JOOI leader/ambassador.

#8 DO LEAD GENERATION

Collect, from club members, the email addresses of prospective members, and enter them into a club email system – or email them directly, inviting them to learn more about your club. Send a pre-formatted monthly club bulletin or newsletter with club updates.

#9 VOLUNTEER APPRECIATIONS

Gather the contact information of all volunteers that have helped the club in the past year, send a pre-formatted postcard or letter requesting they join.

#10 ORATORICAL KICKOFF MEETING

Kickoff the Oratorical Contest with a special public meeting, inviting parents and youth to learn about the rules, awards, time frames. Advertise the event and plan specific actions to encourage joining – invite parents to join the club.

#11 ESSAY KICKOFF MEETING

Kickoff the Essay Contest with a special public meeting, inviting parents and youth to learn about the rules, awards, time frames. Advertise the event and plan specific actions to encourage joining

#12 PUBLIC CAUSE/FUNDRAISING MEETING

Identify one community cause and assign a club member to participate in that cause, on behalf of the club, and encourage other participants to support and join the Optimist. Have the Optimist club present progress each month.

#13 HOST A YOUTH ACTIVITY/EVENT

Identify and host a very simple youth activity event... collecting aluminum cans... go to a sporting event, building fishing poles and fishing, a charity for other youth, etc... that are youth will participate in with their parents. Create incentives for the parents to join.

#14 - PHONE A FRIEND

Ask every member of the club to phone and personally invite one friend or co-worker to a special Social club meeting, have a drawing for guests, discuss goals for the coming year, and provide incentives for the guest to join.

#15 - INVITE A GUEST SPEAKER

Invite a community leader to a meeting, this may include your community council members or other elected officials, police chief to attend and learn more about the club. Be prepared with specific ideas on how their contribution is needed.

#16 – DISTRIBUTE OPTIMIST CREED CARDS / CLUB INFORMATION TO MEMBERS

Each club member meets others that want to know about their club and what Optimists do. By each member having this information handy, it's easy for all members to share this information.

#17 – WEAR AN OPTIMIST SHIRT OR PIN TO WORK

Simply wearing the shirt to work, an outing, or other non-Optimist activity will generate questions and interest from others. Be ready to share your experience and enthusiasm with prospective members.

#18 – INVITE A FRIEND TO A MEETING – ENCOURAGE PARTICIPATION IN WHAT'S IMPORTANT TO THEM

The simple act of inviting a friend or family member to a meeting – and actively encouraging their participation in a project that's important to them, can result in a new member, and excitement for a new project for our club.

#999 OTHER:

Any club activity that you find to be right for your club. We encourage you to share your ideas with the district so it can be included in this list - so other clubs can also benefit from your experience.

I need your help organizing and these membership building materials for One and Done.

Just 1-2 people that can help me:

- 1) Create a list of easily implemented membership activities based on their own experience, and from the activities of others.*
- 2) Help us share this information with Lt Govenors so clubs have the materials and can identify which members will be participating in certain membership activities. Perhaps we work together to get this added to the SWIS district website – making it easy for all clubs to update their One and Done calendar?*

Special thanks to Pete Olson (PTO) for generously offering to take on Membership Attrition – identifying reasons for members leaving, so we learn how to retain our members, and perhaps provide solutions to prevent losing as good member. If you are interested in the membership committee, or a club-building committee- please contact me at tmiller@isadex.com.

THANK YOU ALL!