



One And Done | Membership Planner

SWIS District

Participating in active membership marketing is extremely important to the health of every club, and your club membership successes reflect greatly on the entire SWIS District. While membership attrition occurs naturally in every club, implementing even just one simple retention/recruiting activity each month will allow your club to maintain (and likely) expand your base of valuable members.

Remember that for every Optimist there is an average of 35 youth served! Expanding club membership allows us all reach and assist more youth. Yet membership changes and attrition naturally occur in every club, and so new members are necessary to continue the good work and introduce new ideas.

The concept of the One and Done program is to simplify your membership recruiting activities - making it easier for you to identify and implement just one activity each month that's right for you. Because these activities are so important, we ask you to assign the activities you've select to the club members who will be responsible for accomplishing them, and post that schedule on the District website's Leaderboard.

Membership recruiting activities are to be fun! While we always want new members, we know that no one can make a person join a club - and so we don't want you to feel pressured to reaching certain membership levels. We simply want to ensure that all clubs continue to promote the advantages and success of Optimist members in your community - sending the message that all clubs need help to continue supporting our youth.

In the spirit of club prosperity - we'll award clubs the following points:

ACTIVITY POINTS - earned for membership activities and recruiting:

- One point: Submitting your scheduled One and Done report to your Lt Governor
- One point: For each new idea accepted to the One And Done Activity List
- One point: For each Activity task completed
- Two points: For new member that joins your club

TRACKING - simple reporting process to Lt Governors and posting on the SWIS website

- Lt Governors will be responsible for PROMOTING One and Done participation at each club
- Clubs/Lt Governors will POST their One and Done report on the SWIS Website Leaderboard
- Before each District Conference Meeting, Lt Governors will tally their club One and Done Activity Points earned for recognition and awards at each the Conference

AWARDS - Two Quarterly awards, plus one Annual award presented at each conference by the Governor

1. Most **ACTIVITY** points earned during the past **QUARTER**...
 - > District Membership Plaque Awarded/Updated
 - > Free Conference Registration For All Club Members
 - > Invitation to share/present your club's One and Done Activities at the District Conference
 - > Take Possession of the SWIS District Membership Crystal - A traveling trophy, retained by your club until the next quarterly Conference, for transfer to the next club
2. Most **NEW MEMBERS** joined during the past **QUARTER**...
 - > District Membership Plaque Awarded/Updated
 - > Free Conference Registration For All Club Members
 - > Invitation to share/present your club's One and Done Activities at the District
3. **MOST ACTIVITY** points accumulated at the end of the fiscal **YEAR**...
 - > Your Club Permanently Inscribed in the SWIS Membership Crystal

- > District Membership Plaque Awarded/Updated
- > Free Conference Registration For Entire Club Members along with an invitation to share your club One and Done Activities at the District
- > Free trip to OI International for your Club Membership Chair or designated member and a guest (travel, hotel room, registration)

SAMPLE: Stoughton Optimist Club

Q1 - 2015/2016	Q2: 2015/2016	Q2: 2015/2016	Q2: 2015/2016
Oct: Bryan Lemmens #1 - Calendar Date Completed:	Jan: Adam Miller #11 Essay Kickoff Date Completed:	Apr: Adam Miller #7 - Youth Center Mtg Date Completed:	July: Dick Zettner #13 - Host Youth Event Date Completed: TBD
Nov: Lynn Miller #4 - FOOI Ltrs Date Completed:	Feb: Ryan Miller #10 Oratorical Kickoff Date Completed:	May: Brian Lemmens #13 - Host Youth Event Date Completed:	Aug: Lynn Miller #999 - Bake Sale (NEW) Date Completed:
Dec: Tim Miller #17 - Holiday Party Date Completed:	Mar: Dick Zettner #9 - Vol Appreciation Date Completed:	June: Ryan Miller #14 - Phone A Friend Mtg Date Completed:	Sept: Ryan Miller Activity: #5 - Mbr Award Date Completed: