



One And Done Membership Planning

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 and your club.

Because these activities are so important, we ask you to help a member select and complete just one activity per month and report their results at the Quarterly District conferences.



Reasons why some of us became Optimists...

- 1) To be part of an organization that benefits our youth.
- 2) Because we know that we can accomplish more as a group through fellowship than as one individual.

*But probably not because we wanted to devote time
to recruiting other members.*



5 Reasons for “One & Done”

It makes membership recruiting easy!

- 1. Shares the responsibility of recruiting*
- 2. Simplifies the tasks*
- 3. Organizes the efforts*
- 4. Improves the process*
- 5. Produces predicable results*



Why do clubs need One & Done to recruit new members?

In order for any club to survive, new members are necessary to replace the natural attrition that occurs in every club.

If clubs only focus on local fundraising and fellowship, and not on recruitment, club attrition will result in membership declining, and eventually the club itself will fail.



Some causes of attrition...

- Changes in a member's health/ability
 - Moved out of area
 - Less time available
- Non-payment of dues/financial concerns
 - Age-related challenges, death
 - Other interests & priorities

Pete Olson will be working with clubs and member attrition to identify reasons for leaving, while assisting in retention programs whenever possible.



How valuable are Members?

It's difficult to assign a \$ value.

1. Volunteer Participation
2. Provide Ideas, Fellowship & Direction
3. Help Club Raise Funds
4. Pay Annual Dues
5. Other Financial Support
(Dime A Day Program, club materials, etc)



***Our “One & Done” cards
use nickels to remind us
to think about the value of
each new member.***

One nickel is designed to represent \$500, which is really only \$100 in new member value per year times just 5 years of participation.



If Nickels represent new members, what can nickels do for our youth in just 1 year?

- 1 Member/1 Nickel = \$500 | A New Computer
- 12 Members (1 Club) = \$6,000 | A Computer Lab
 - 72 Members (1 Zone) = \$36,000
A Four Year College Education
 - 648 Members (SWIS District) = \$324,000
Start a youth center, perhaps provide 10 college educations, or contribute to medical research?



One & Done is about assigning one activity each month at your club to hopefully generate a new member.

That one activity is all that's needed to provide the membership growth and revenue needed to accomplish our goals of working together to make a difference in the lives of many children, year after year.



One & Done represents yet another reason why we are proud to be Optimists...

Because as Optimists we work together as a group to make a difference in the lives of many children.



Simplifying “One & Done” in your club...

- Glue 1 nickel to each One & Done card
- Assign 1 card to a member in your club for each month of the year.
- Ask that member to pick just one ‘One and Done’ Activity for that month from the list
- Assist your member, and bring your results to the next district conference.



Questions?

Also, would you like to us launch this program?

Please see or email Tim Miller

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THANK YOU!