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HOW TO BE AN  
EFFECTIVE  
CLUB OFFICER/MEMBER  
*for*

**OPTIMISTS**

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A Quick Reference Guide for Today's Busy Optimist

*"Friend of Youth"*

DMM  
August 1, 2018

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## District Guide and Information

### How to Be an Effective Club Officer/Member A Quick Guide for Today's Busy Optimist

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#### DAVE MARTIN

Governor,  
Dakotas Manitoba Minnesota, District  
Optimist International

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#### DONALD STOVER

Leadership Development Committee Chair  
Dakotas Manitoba Minnesota, District  
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**History.** This publication is a rapid action committee understanding of current policies and guidelines.

**Summary.** This guide prescribes to Optimist International (OI), DMM District, and Zone policies.

**Applicability.** This guide applies Dakotas Manitoba Minnesota District (DMM) members.

**Proponent and exception authority.** The proponent of this guide is the 2018-2019 District Governor. The proponent has the authority to approve exceptions or waivers to this guide that are consistent with controlling policies and guidelines.

The proponent may delegate this approval authority.

**Suggested improvements.** Users are invited to send comments and suggested improvements directly to District Leadership Development Chair, Donald Stover via email: [sewy@midco.net](mailto:sewy@midco.net)

**Distribution.** This publication is available in electronic media only and is intended for DMM District, Zone, and Club Level Optimist members. DMM members are encouraged to distribute this publication to club officers and club members as needed.

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\* This guide does not supersede current Optimist International or District policies or procedures.

\*\* Effective Oct. 1, 2018 the [www.optimistleaders.org](http://www.optimistleaders.org) web address will be replaced by [www.optimist.org](http://www.optimist.org).

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## Chapter 1

### General Information and Responsibilities

#### Introduction

*A Golden Rule for Success: To remain in good standing with District and Optimist International offices- simply accomplish two things: Submit your clubs "Reports" and pay your "Dues" ...ON TIME.*

#### 1-1. Purpose

This guide prescribes useful information for those who want to become more aware of Optimist Club officer positions, responsibilities and function.

#### 1-2. How to Use This Book

##### a. Format

Example: **Task#.** **Task Name.**

*Task due date – position responsible to complete Task – Submit to*

##### b. Definition of Tasks.

(1) **MUST Task:** Essential requirements/tasks which must be completed to remain in good standing with OI and the DMM.

(2) **OPTIONAL Task:** Optional requirements/tasks which you may find to be of benefit to your club's mission, to be completed as time permits.

(3) **\*OPTIONAL Task:** Advised requirements/tasks which you may find effective in furthering your clubs support to your communities are marked by a red asterisk (\*).

#### 1-3. Club Reports

a. The District and Optimist International require a minimal number of reports and provide the necessary forms, as well as the convenience in some cases of filing them electronically. All reports must contain the official name of the Club and the Club number and must be properly signed and dated by the appropriate Club officers. When the date of receipt of a report is relevant to the District for the Optimist International recognition program, it is the responsibility of the Club Secretary to mail that report in time to be received by the applicable deadline.

b. Accurate and timely reporting provides a vital link between Clubs, District and the International Office. Complete and "on time" reports present a concise picture of Club progress and growth, and aid District officers in generating the most effective kind of assistance and guidance. It is the responsibility of the Club Secretary-Treasurer (S/T) to submit reports in time to be received by the applicable deadline.

#### 1-4. Dues

a. Dues, a necessary factor in funding the internal operations of Optimist International, your District and your Club, are determined by the officers and board members at each level.

b. The collection of dues is not the sole responsibility of the Club Secretary-Treasurer alone, but the obligation of the Club's Board of Directors assisted by the Finance Chair/Treasurer.

c. Club's Bylaws and Policies provide the ground rules for the scheduling of the dues billing. As a rule, a member becoming delinquent in the payment of Club dues is preceded by absence from Club meetings, failure to accept invitations to social affairs and lack of participation in community-serving activities.

d. The above signs indicate loss of interest by the member and taking prompt remedial action may reduce the number of dues collection problems.

e. Facts about dues/fees: ***Facts About Dues/Fees 2017-2018***

#### 1-5. Optimist Quarters/Year

1st: Oct. 1 - Dec. 31

2nd: Jan. 1 - Mar. 31

3rd: Apr. 1 - June 30

4th: July 1 - Sept. 30

Optimist Year (October 1 – September 30)

#### 1-6. Optimist International (OI)

a. *Purpose.* The fundamental purpose of Optimist International is to help Clubs increase the effectiveness of their community service activities. Throughout its history, OI has refrained from conducting activities or encroaching upon the purpose of member Clubs, and instead has encouraged each Club to provide activities most relevant to their communities.

b. *Structure.* OI operates under a well-integrated structure. At District meetings, Club delegates elect District officers. District officers do not represent Clubs to OI; rather they represent OI to Clubs. The Governor appoints the Chairs required to make the programs and purposes of OI effective in the District. (See Figure 1-1)

c. *Programs.* Optimist International serves its member Clubs by determining the need for new service activities and helping Clubs broaden their vision and expand their community service by publicizing and promoting certain programs. These are often referred to as “International Programs.” However, local Optimist Clubs can provide the programs and services that it sees necessary in its own community.

d. Optimist International located in St. Louis, Missouri, serves as a clearinghouse of ideas for Club activities. Aid and counsel on all phases of Club administration and community-serving activities are readily available. From the office, a planned flow of information provides member Clubs and District leaders with new ideas and techniques geared to help make each Club more effective.

e. Optimist International official motto/slogan: “*Friend of Youth*” and its branding/marketing tagline: “*Bringing Out the Best in Kids*”. More information: [Motto/Branding Guidelines, OI Branding Guidelines](#)

f. *Contact the International Board of Directors.* If you have comments, concerns or suggestions for the International Board of Directors, please send to [board@optimist.org](mailto:board@optimist.org).

### **1-7. District Officers**

a. *Governor.* Elected for one-year term

b. *District Governor-Elect.* Elected for one-year term

c. *District Secretary-Treasurer.* Elected for one-year term

d. *Lieutenant Governor(s).* Appointed by the Governor, approved by the Board of Directors for one-year term

### **1-8. District Board of Directors**

a. The Board of Directors shall consist of the officers of the District, the two Immediate Past Governors, the Lieutenant Governors, the District Secretary-Treasurer, and the President of each Club. Should the President of a member Club be unable to attend, a delegate from that Club would be allowed to speak and act as the President, in the conduct of the business coming before the Board of Directors. The JOI Governor shall serve as a nonvoting member on the District Board of Directors. (OI Bylaws Article VII, Section 3, Paragraph A) (See Figure 1-2)

### **1-9. Club Officers and Directors**

a. *Board of Directors.* Shall consist of President, President-Elect, Vice President(s), Secretary-Treasurer and several elected Directors needed to have an odd number on board. The Board of Directors determines policies, makes long-term and short-term plans, elects and deletes members, supervises Club activities, provides for annual review of Club finances, fills vacant offices between elections, determines causes for and initiates plans to correct excessive member loss and low attendance.

b. *President (elected).* Coordinates and encourages the implementation of Club programs and policies, Presides at Club and Board meetings, Represents the Club to the community and various levels of Optimist International, Makes necessary appointments.

c. *President-Elect.* Serves on the Board of Directors, presides over meetings and acts in the capacity of the President when absent, Succeeds to the office of President automatically on the first day of the succeeding year.

d. *Vice President:* Serves as liaison between the Board of Directors and a group of committees, Presides at Club and Board meetings in the President’s absence, serves on the Board of Directors, perform duties ordinarily incumbent upon Vice Presidents, performs duties assigned by the President.

e. *Secretary-Treasurer.* Appointed by the President, approved by the Board. Some Clubs may split duties between two people. *Secretary-Treasurer* may be elected. See [Standard Club By-laws Effective 2018](#).

f. *Secretary.* Maintains minutes of Club and Board meetings, Handles Club correspondence, Prepares and files Club reports, Maintains membership, awards and attendance records.

g. *Treasurer.* Receives and disburses all Club funds and keeps financial records. See [Club Model Budget](#)

**Table 1-1**  
**Month-by-Month To Do Checklist**

**CLUB PRESIDENT**

As club president you will lead the membership in bringing out the best in youth, in your community, and in yourself. You have been elected by your club in May. This is a monthly guide to assist you in preparation and learning prior to becoming President on October 1 and guide you through the year.

**Incoming President - Preparing for the Year - Effective OCTOBER 1**

Apr/May	<b>*OPTIONAL Task</b> <b>OPTIONAL Task</b>	<b>Attend International (July) / District (Aug) Convention – *3-5.</b> <b>Register Contestants for OI Junior Golf District Qualifying Tournament</b>
May	<b>MUST Task</b>  <b>OPTIONAL Task</b> <b>MUST Task</b>	<b>Club Officer/Board Elections and Elect Report – 2-10.</b> <i>Due by May 20</i> <b>Club Officer Change – 2-11.</b> <b>Appoint Club Foundation Representative (CFR/CCOF) – 2-6.</b> <i>Due no later than (NLT) Aug. 30</i>
July	<b>MUST Task</b>  <b>MUST Task</b>  <b>MUST Task</b>	<b>Club Roster Adjustment (CRA) – 2-12.</b> <i>Due prior to OI billing received NLT last day of each month</i> <b>Optimist Leaders Login – 2-2.</b> <i>After Officer Elect Report submitted NLT Oct. 30</i> <b>DMM Directory Password – 2-3.</b> <i>Call District Web Master, Governor, DST for password</i>
Aug/Oct	<b>MUST Task</b>  <b>OPTIONAL Task</b> <b>OPTIONAL Task</b>	<b>Pay 4<sup>th</sup> Installment (or optional full-year) OI/DMM Dues – 2-8., 2-9.</b> <i>Due NLT 30 days after receipt of district dues notice</i> <b>Update club authorized signers at the club’s financial institutions</b> <b>Submit one member/club for President’s Citation – 3-7.</b> <i>Due NLT Aug. 31</i>
Aug/Sept	<b>OPTIONAL Task</b>  <b>MUST Task</b>	<b>Appoint Chairs/Committee members specific to your club</b> <b>Plan Your Club Budget</b> <b>Annual Club Planning Guide (ACPG) – 2-4.</b>

**OCTOBER, NOVEMBER, DECEMBER – 1<sup>st</sup> QUARTER**  
**“You are now the President”**

Oct	<b>MUST Task</b>  <b>MUST Task</b>  <b>*OPTIONAL Task</b> <b>OPTIONAL Task</b>	<b>Club Roster Adjustment (CRA) – 2-12</b> <i>Due prior to OI billing received NLT last day of <u>each</u> month</i> <b>Pay 1<sup>st</sup> Installment (or optional full-year) OI/DMM Dues – 2-8., 2-9.</b> <i>Due NLT 30 days after receipt of district notice or upon receipt from OI</i> <b>Attend 1<sup>st</sup> Quarter District Conference – *3-5.</b> <b>Essay, Oratorical and CCDHH Contest Entry Form &amp; Fee – 3-10.</b>
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**JANUARY, FEBRUARY. MARCH – 2<sup>nd</sup> QUARTER**

Jan	<b>MUST Task</b>	<b>Pay 2<sup>nd</sup> Installment (or optional full-year) OI/DMM dues – 2-8., 2-9.</b> <i>Due NLT 30 days after receipt of district notice or upon receipt from OI</i>
Feb	<b>*OPTIONAL Task</b>  <b>MUST Task</b>  <b>OPTIONAL Task</b>	<b>Participate in the 2<sup>nd</sup> Quarter DMM Board of Directors Phone Conference</b> <i>Date and time to be announced by Governor</i> <b>Submit IRS (U.S. Clubs) Form 990, Tax Filing Information – 2-14.</b> <i>Due NLT Feb. 15</i> <b>DMM Essay Contest Entry Form and Entry Fee – 3-10.</b> <i>Submit Entry Form and Entry Fee NLT Feb. 28</i>



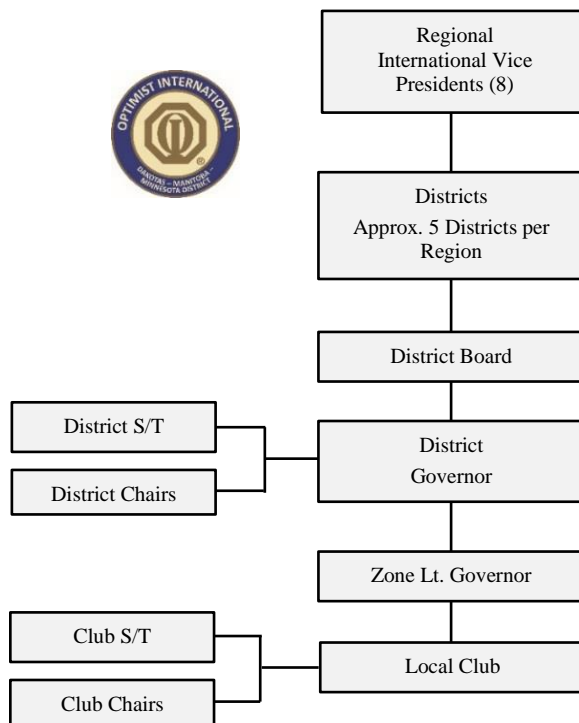
**Month-by-Month To Do Checklist, cont.**

	<b>OPTIONAL Task</b>	<b>DMM Oratorical/CCDHH Contest Entry Form and Entry Fee – 3-10.</b> <i>Submit Entry Form and Entry Fee-dates TBA</i>
<b>Jan/Feb</b>	<b>OPTIONAL Task</b>	<b>Activate your nominating committee</b>
<b>APRIL, MAY, JUNE – 3<sup>RD</sup> QUARTER</b>		
	<b>MUST Task</b>	<b>Pay 3<sup>rd</sup> Installment (or optional full-year) OI/DMM Dues – 2-8., 2-9.</b> <i>Due NLT 30 days after receipt of district notice or upon receipt from OI</i>
	<b>*OPTIONAL Task</b>	<b>Optimist International Convention Registration – *3-5.</b> <i>Early bird registration rates end in May</i>
<b>Apr/May</b>	<b>*OPTIONAL Task</b>	<b>Attend 3<sup>rd</sup> Quarter District Conference – *3-5.</b>
	<b>MUST Task</b>	<b>Club Officer Elections – 2-10.</b> <i>Due NLT Apr. 30</i>
	<b>MUST Task</b>	<b>Officer Elect Report – 2-10.</b> <i>Due NLT May 20</i>
<b>JULY, AUGUST, SEPTEMBER – 4<sup>TH</sup> QUARTER</b>		
<b>July</b>	<b>MUST Task</b>	<b>Pay 4<sup>th</sup> Installment (or optional full-year) OI/DMM Dues – 2-8., 2-9.</b> <i>Due NLT 30 days after receipt of district notice or upon receipt from OI</i>
	<b>*OPTIONAL Task</b>	<b>Attend OI Convention – *3-5.</b>
	<b>OPTIONAL Task</b>	<b>President “Outstanding Optimist Club Member” Citation – 3-16.</b> <i>Due NLT Aug. 31</i>
<b>Aug/Sept</b>	<b>*OPTIONAL Task</b>	<b>Attend District Convention – *3-5</b> <i>Location and date to be determined</i>
<b>Sept</b>	<b>*OPTIONAL Task</b>	<b>Nominate Candidate DMM Roger L. Hass Optimist of Year Award – *3-9.</b> <i>Submission Received by Governor NLT Sept. 15</i>
	<b>MUST Task</b>	<b>Club Pride Report – 2-13.</b> <i>Submit NLT Sept. 30</i>
	<b>OPTIONAL Task</b>	<b>OI Optimist Club of the Year – 3-8.</b> <i>Submit NLT Dec. 31</i>

**Table 1-1 Month-by-Month To Do Checklist**



**Figure 1-1** Optimist International Structure



**Figure 1-2** District Structure

## Chapter 2

### MUST Task

**2-1. General.** Critical requirements/tasks which must be completed to remain in good standing with OI or District.

#### 2-2. Optimist Leaders Login.

*Immediately upon taking office – Club Officers – OI Optimist Leaders*

a. Password.

(1) Typically, a password should be sent to you if you have submitted the Officer Elect Report in by May 20.

(2) After July 1 if you do not have a password, Login to **Optimist Leaders** and create a password: Go to **OI**, click MEMBER RESOURCES, scroll down to CONTACT A DEPARTMENT, continue down to COMMUNICATIONS – 235, click <mailto:communications@optimist.org>, use your email address to request a password to be sent to you if you have submitted your Clubs Office Elect Report (See 2-10.) by May 20.

b. Optimist Leaders Login

(1) Login by clicking drop down menu located in the upper left corner. Click OPTIMIST LEADERS – LOGIN, enter your email address and password. Again, click drop down menu as before, click USER ACCOUNT, to logout or change your password or log-out. You will have restricted to access to portions of the website based on position you hold within your club.

*Note: Effective October 1, 2018 the [www.optimistleaders.org](http://www.optimistleaders.org) web address will be replaced by [www.optimist.org](http://www.optimist.org).*

(2) Login Credentials.

(a) Logging-in using your email address gives you access to all your offices.

(b) Your login credentials are NOT case-sensitive.

(c) If you ever forget your User ID and/or Password, you may retrieve it using your personal email address through the Password Recovery function on the login page. Your email address must match what is in the Optimist International System.

(d) If you have questions contact [Password.Assistance@optimist.org](mailto>Password.Assistance@optimist.org) or (800) 500-8130.

c. Email.

(1) Optimist email is no longer available. If this should change in the future, you will receive notification from OI.

#### 2-3. DMM Directory Password.

*Immediately upon taking office – District Officer's – DMM*

a. Secure a password: Login to **DMM**, click DISTRICT BUSINESS, click CLICK HERE TO REQUEST A PASSWORD FOR DISTRICT DIRECTORY.

b. Password is only needed if you wish to access the District Directory.

#### 2-4. Annual Club Planning Guide (ACPG).

*To be accomplished NLT Nov. 15 – President – Zone Lt. Governor*

a. This guide or “road map to success” should be used as you progress through the year. It should outline your club’s goals about service projects, fundraising efforts and membership growth and retention plans. The District Governor, as well as the Lt. Governor should have copies of this report to assist you to staying on track as you pursue Honor Club status.

b. An Annual Club Planning Guide report form will be provided by the Lt. Governor and will be completed in a face-to-face meeting, by phone or email exchange, whichever works best for all concerned.

#### 2-5. Annual Club Review.

*Due during final month of administrative year – President – completed with Zone Lt. Governor*

a. This is a Zone Lt. Governor responsibility, so they will be contacting you during the final month of the administrative year for your input in completing this report, which is a summation of the Club’s accomplishments during the administrative year just ending based primarily on those goals set down on the ACPG report at the beginning of the year.

#### 2-6. Appoint Club OI Foundation Representative (CFR)/Canadian Children’s OI Foundation Representative (CCOF).

*Due beginning of year – Secretary-Treasurer – OI*

a. CFR facilitates the donation of money and Club fundraiser (refer Dime-A-Day program, Section III) for the Optimist International Foundations’ (OIF) benefit. CFR informs Club about the OIF; solicit gifts from Club Members; head a Club fundraiser for OIFs’ benefit; sends donations directly to OIF office or to DMM OIF Representative; ask for a Club annual OIF gift.

b. Clubs can submit a **CFR Appointment Form** online.

c. *Canadian Children's Optimist Foundation*. For more information about Canadian programs or make an online donation go to [Canadian Children's OIF](#)

## **2-7. Club Dues.**

*TBD by club bylaws – Secretary-Treasurer – Local Club*

a. Dues.

- (1) *Regular Members*. TBD by club bylaws
- (2) *Friends of Optimist (FOO)*. \$100/year
- (3) *Life Member*. A fully paid Life Member immediately following complete payment of the OI Life Membership subscription of \$480.70 is permitted to deduct \$38.06 from his/her annual payment of Club Regular Members' dues.

## **2-8. Club District Dues.**

*Due 30 days after receipt – Secretary-Treasurer – District*

a. Dues TBD by District bylaws. Officially due 30 days after receipt of district dues notice. Remember to pay before the end of the quarter - submit thru [DMM](#). (Effective August 12, 2017)

b. District dues can be paid in one annual payment during the first quarter. Dollar amount will be calculated on membership numbers on October 1st and will not change based on future membership change that year.

c. Dues statements will be sent electronically to all clubs. Calculations are based on membership numbers as reported through your club roster adjustments. These numbers can be found per your clubs T-Shot numbers by going to [Optimist Leaders](#), Login, click REPORTS, click T-SHOTS.

- (1) *FOO Members*. Do not pay district dues.
- (2) *Regular Members (includes Life Member)*. Regular members pay \$16/year or \$4/quarter.
- (3) *Full Time College Student*. Student members "in adult clubs" pay \$2/year or \$.25/quarter.

d. Quarterly district dues are calculated by the District S/T based upon club membership numbers as reported through club roster adjustments sent to OI under the following schedule: (See 2017 DMM Policies, Article VI, Financial Year)

- (1) Oct. 1 – Dec. 31 based on Oct. 1 membership
- (2) Jan. 1 – Mar. 31 based on Jan. 1 membership
- (3) Apr. 1 – June 30 based on Apr.1 membership
- (4) July 1 – Sept.30 based on July 1 membership

e. Calculations are based on membership numbers per your club's [OI](#) T-Shot.

- (1) Login [Optimist Leaders](#), click REPORTS, click T-SHOTS.

## **2-9. Club Optimist International Dues.**

*Due upon receipt – Secretary-Treasurer – OI*

a. Dues TBD by OI bylaws. Officially due upon receipt of OI dues notice. (Effective through Sept. 30, 2018)

(1) *Regular Members*. Each Regular Member enrolled pays \$64.06/year excluding full time College students, FOO's, and Junior Optimist International members.

(2) *Life Members*. Each Life Member enrolled pays \$26/year effective through October 1, 2017, Life Membership fee is \$480.70. Immediately following complete payment of the \$480.70, a Life Membership Member is permitted to deduct \$38.06 from annual Club dues.

(3) *College Members*. Each full time (min of 12 credit hrs.) College Member enrolled pays \$22.94/year.

(4) *New Member Processing Fee*. Club pays \$15 for each new Regular Member and \$5 for each new College Member added to Club roster. When listing more than one new Member, a check for the total amount of fees required must be enclosed and marked "Processing Fees". If a former Member of any Optimist Club joins the former Club or any other Optimist Club, within one year of being deleted, this addition to the Club roster should be handled in the same manner as if the Member were a new Member. The same procedure is to be used as in the above paragraph. A \$5 Processing Fee is necessary to add any transfer Member to the International Office records. Any former Member who is a fully paid Life Member should be so identified on the CRA form. [Facts About Dues/Fees 2017-2018](#)

## **2-10. Club Officer/Board Elections and Elect Report.**

*Postmarked by May 20 or immediately after change – Secretary-Treasurer – OI*

a. Clubs must submit a Club Officer-Elect Report, either on the official form or electronically. The names and addresses of the President-Designate and Secretary-Treasurer-Designate and Club OI Foundation Representative are to be reported on this form. Officer-Elect Report can be made electronically [Club Officer-Elect Report](#).

b. Report election of new President and appointments of Secretary-Treasurer or Secretary and Treasurer and Optimist International Foundation Club Representative by May 20 deadline.

c. If new officers are not elected by that time, report current officers and send in change as soon as changes are made.

d. If you have questions or need assistance, please contact Charlotte Baker in the Member Services Department at [Charlotte.Baker@optimist.org](mailto:Charlotte.Baker@optimist.org). Send Canadian forms to Morenike Fakorede at [Morenike.Fakorede@optimist.org](mailto:Morenike.Fakorede@optimist.org).  
*Note: Use the Officer-Elect Report to assign or report CFR Representative and Secretary-Treasurer*

## 2-11. Club Officer Change.

*Due immediately after change – Secretary-Treasurer – OI*

a. With the new Optimist year in the early stages, many Clubs have had changes to their current officers for the year. Make changes immediately after a change in club officers. Login to *Optimist Leaders* to make club officer changes. Click on “REPORTS”, click “CLUB OFFICER ELECT REPORT”, click on “REPORT” and you will be able to select the names of the Clubs Members who will be filling the leadership roles during the upcoming Optimist year.

b. A nominating committee can be made up of Immediate Past President and two other members (for example) Club officers work together to ensure required incorporated, non-profit, annual reports, or renewals are submitted.

c. **Non-profit renewals must be completed each calendar year in North Dakota, South Dakota, Manitoba, Minnesota.** (See 2-14.)

*Note: This is not your Club Officer-Elect Report.*

## 2-12. Club Roster Adjustment (CRA).

*Due prior to OI billing received NLT last day of each month – Secretary-Treasurer – OI*

a. The CRA provides the Club an opportunity to make membership additions, deletions and address changes at any time during the administrative year. It also provides for reporting changes in Club Officers, and spelling corrections. Additions and deletions must be received by Optimist International NLT the last day of the month to be processed for that month.

b. According to OI policy, quarterly dues are based on a Club’s membership recorded at the OI Office on Dec. 31, Mar. 31, June 30 and Sept. 30. Only reports submitted in Sept. will be processed according to the postmark.

c. Club Roster Adjustments are made electronically via the web site login *Optimist Leaders*, click CLUB NAME, click ADD MEMBER. To delete a member, click member’s name, click DELETE and give reason.

*Note: Club officers cannot be deleted without first calling OI.*

## 2-13. Club Pride Report.

*Submit final report NLT Sep 30 – President – OI*

a. To be named an Honor Club, Clubs must submit the Club Pride Report and conduct at least one service project. One of the suggested methods to being named a Distinguished Club is to complete a minimum of five service projects. Start working on this one today as it can be used as a “working document”.

b. Only service projects listed on submitted Club Pride Report forms will qualify for recognition.

c. Clubs can designate completed service projects on the Club Pride Report. The form is available to be filled out online or printed and completed by hand [Club Pride 2017-2018](#).

d. To complete the form online, Login to *Optimist Leaders*, click REPORTS, click CLUB PRIDE FORM.

e. Click PRINT for a printable version of the President’s Pride Report. Click SAVE to save the President’s Pride Report (as of now) to Optimist International’s computer/server. This will not save to your computer. If you think your club might have more activities, you can save now, and add or change this report at a future time (until Oct. 2). Click SUBMIT **only** when you are finished making changes to the President’s Pride Report. Once you click Submit, you will not be able to make changes.

*Note: Formerly known as “Presidents PRIDE Report”.*

## 2-14. Tax Filing and Non-Profit Reporting Information.

*Submit IRS form 990 by Feb. 15 – Secretary-Treasurer – IRS (U.S. only)*

a. Tax filing.

(1) Remember that this is a **Must** Task.

(2) For additional tax filing information see [Tax Form 990 Info 2018](#).

(3) For further information. (See Appendix A)

b. Non-Profit Reporting.

c. **South Dakota Secretary of State requires Nonprofit Corporations and LLCs, the names and addresses of the principal Officers and Directors (Governors) to submit an Annual Report to update officers and board members.**

***SD Annual Report***

(1) Manitoba non-profit reporting requirements. [Manitoba Non-Profit Reporting Requirement](#)

(2) Minnesota non-profit reporting requirements. [Minnesota Non-Profit Reporting Requirement](#)

(3) North Dakota requires annual Non-profit reporting. [North Dakota Non-Profit Reporting Requirement](#)

## Chapter 3

### OPTIONAL Task

#### 3-1. General.

Optional requirements/tasks which you may find to be of benefit to your Clubs mission, to be completed as time permits. Of those optional tasks, there are suggested tasks which you may find most helpful in furthering your club's communities are marked with an asterisk (\*). (See 1-2.)

#### \*3-2. Achievements & Awards (A&A), Governor.

*Final Report due quarterly – District*

- a. Recognition may change with each new administration.
- b. Used by the District regarding an awards program that recognizes Members and Clubs for achieving certain goals in growth and youth service. The DMM District may recognize the top five clubs within the district based on their Achievement and Awards ranking at the end of the year.
- c. Each year's District Governor is responsible for updating this form with Club reporting requirements.

#### 3-3. Appoint Childhood Cancer Chair (CCC).

*Due by Dec. 31 – President – District Chair*

- a. The CCC program is designed for Member involvement on the Club, Zone and District levels. Each Club and District appoint a CCC Chair. All CCC Club materials are also applicable to JOI Members. Program materials and CCC resources can be accessed on the links: [CCC Canadian Planning Guide Effective 2017](#) or [CCC U.S. Planning Guide](#).
- b. Matching Grant Program. Optimist Clubs and Districts sponsoring CCC projects may apply for a matching grant from the OIF. An application can be found on the Optimist website at: [www.optimist.org/ccc](http://www.optimist.org/ccc).

#### \*3-4. Appoint Professional Development Program (PDP) / Personal Growth & Involvement (PGI) Chair.

*Due by Dec. 31 – Secretary-Treasurer – District Chair*

- a. The [Professional Development Program](#) (PDP) allows Optimist members to learn marketable skills to develop professionally. It follows a “Learn, then Do” philosophy. After learning how to do a skill, the participants perform that skill. After completing the 10 levels in PDP, the member receives a certificate. There is also the opportunity to advance to higher levels (Bronze, Silver, and Gold).
- b. The Club Chair of PDP/PGI promotes, explains and encourages members to participate in the attainment of the various level of accomplishment in these programs. The chair also keeps track of the requirements met for each level of these programs. PGI is a unique program that allows members an opportunity for personal growth at their own pace while providing new avenues for involvement in Club activities.
- c. Request a Passport from your Club Director of Personal Growth, District Director of Personal Growth or call the Optimist International Office at 1-800-500-8130, extension 214. Your District Director of Personal Growth serves as the administrator of the program in your District. [PDP Program FAQ's](#) and [PGI Program 2017](#)

#### \*3-5. Attend District and International Convention.

- a. District Conferences are held four times a year (unless otherwise determined by Governor), giving the Governor and District Chairs the opportunity to explain programs and objectives. Conferences are open to all Optimists and offer training programs, workshops, business sessions and fellowship. (See 2017 DMM Policies, Article V)
- b. Key training will be provided at your District/International Conventions. Attend all sessions prepared for Club Presidents and Secretary-Treasurers. The training will include helpful hints to make your jobs easier and more productive, new ideas for projects, a brief overview of required reports and actions that need to be submitted on behalf of your Club throughout the year, and an opportunity to ask question and share ideas/concerns with other new club officers.
- c. The District administration shall provide all member Clubs with an opportunity to bid for conduct of conventions in their respective locations. Such bids or invitations should be submitted to the convention committee on the prescribed form not later than 30 days prior to the convention at which the selections(s) shall be made. (See 2017 DMM Policies, Article V, General Provisions)

#### 3-6. Club Bylaws Review/Update.

*Completed Annually – Club Board – OI*

- a. Done annually to insure club bylaws are best suited to accomplish club goals.
- b. Login to [Optimist Leaders](#), click CLUB BYLAWS
- c. For more information on filing or reviewing your bylaws see [Club Bylaws](#)

### **3-7. Club President's Citation.**

*Due NLT Aug. 31 – Secretary-Treasurer – OI and District Governor Recognition Department*

a. For both OI and District recognition - One member per Club may be recognized as an “Outstanding Optimist Club Member.” *Presidents Citation Blank*

### **3-8. Club of the Year.**

*Due NLT Dec. 31 – Secretary-Treasurer – OI Recognition Department*

- a. Submit entry for Optimist Club of the Year based on Club projects and activities from the prior year.
- b. The Optimist Club of the Year award is presented annually to the most outstanding Club in each Region.
- c. Interested Clubs are invited to submit information as outlined on the judging form available at *Optimist Club of the Year Judging Form & Points*.
- d. Points in each category will be awarded by independent judges based upon community outreach, impact on children and Members, new and innovative ideas; and benefits to the individual Club Members.

### **\*3-9 DMM Optimist of the Year (Roger L. Haas DMM Optimist of the Year Award)**

*Postmarked NLT Sept. 1 or emailed by Sept. 15 – Secretary-Treasurer – DMM*

- a. Nominate a Candidate for the DMM Roger L. Haas Optimist of the Year Award.
- b. Annually, an Optimist of the Year shall be selected from a list of candidates submitted by their clubs to be Haas DMM Optimist of the Year Award. (See 2017 DMM Policies, Article IV, DMM Optimist of the Year)
- c. This award is meant to be a “grassroots” award given to a common member for very uncommon efforts. It is not meant to be a lifetime achievement award; the nomination should focus primarily on the local club activities of the current optimist year.
- d. This recognition will be presented during the first quarter meeting the year following.

### **3-10. Essay, Oratorical and CCDHH Contest Entry Form & Fee.**

*Oratorical Due by May 15 – Oratorical Chair – OI Programs Dept.*

*CCDHH Due by June 15 – CCDHH Chair – OI Programs Dept.*

*Essay Due by Feb. 28 – Essay Chair – DMM Chair*

- a. Submit district essay contest entry and fee. *DMM Scholarship Contests 2017-18*
- b. Club committees for the Essay, Oratorical and CCDHH should be active in organizing one, two or all youth opportunities. The contests are conducted at the club level, then Zone and Regional (if necessary) and at the District level. District-level scholarships are funded by the OIF and awarded by OI.
- c. For more Information:
  - (1) *CCDHH 2018-19*
  - (2) *CCDHH Planning Guide 2018-19*
  - (3) *Oratorical Contest Chair Planning Guide 2017-18*
  - (4) *Oratorical Contest Application, OI 2017-18*
  - (5) *Essay Contest Planning Guide, Club 2017-18*
  - (6) *Club Essay Contest Application 2017-18*
  - (7) *Essay Contest, OI 2018-19*
  - (8) *Essay Chair Planning Guide, District 2018-2019*
  - (9) *Oratorical Contest, OI 2018-19*
  - (10) *Oratorical Chair Planning Guide, District 2018-19*
  - (11) *Oratorical Certificate, Club Blank*

### **3-11. Junior Optimist International Club Reports.**

*Due by May 30 & Oct. 1 – Secretary-Treasurer – OI*

- a. Clubs that sponsor Alpha, *Junior Optimist International* Clubs must file Officer-Elect Reports by May 30 and Club rosters by Oct. 1.
- b. Both reports are filed with OI Office.
- c. Club awards are listed in the annual Youth Clubs Planning Guide. Deadlines vary from May 30 to Sept. 30.

### **\*3-12. New Club Building Handbook.**

- a. This handbook contains in depth guidelines.
- b. For more detailed information regarding the New Club Follow-Up Program, please see the New Club Follow-Up Program Guide at *New Club Building Resource Materials* or ask for a hard copy by contacting the Membership Department. (See Appendix. D)

### **\*3-13. New Optimist Welcome (NOW) Event.**

*Per club schedule – club NOW committee – Local or Zone Event*

a. The NOW event is an opportunity to invite potential members to mingle with your club members to learn how your club serves and positively impacts the youth in your community, while providing a good deal of self-satisfaction in the members in return.

b. While the NOW event generally includes a meal or some type of refreshments, it also includes some brief talks or presentations and a personal invitation to join the organization. Clubs should modify the event to fit their needs.

c. Most importantly, the event should create an atmosphere in which new Optimists feel “welcome”.

### **3-14. Non-Violence Projects.**

a. This project educates children and parents about violence and the alternatives and prevention methods available.  
*Non-Violence Projects*

### **3-15. Optimist Member of the Year.**

*Due Aug. 31 – Secretary-Treasurer - OI thru DMM*

a. Club President “Outstanding Optimist Club Member” Citation recipient selection.

### **3-16. President “Outstanding Optimist Club Member” Citation.**

*Due NLT Aug. 31 – Secretary-Treasurer – OI*

a. Club President recognizes outstanding club member to receive *President Citation 2017-18, Blank*.

b. Contact OI Recognition Department at 4494 Lindell Blvd., St. Louis, MO 63108 USA FAX: (314) 371-6006.

### **\*3-17. Respect for Law U.S. & Canada.**

a. In July 1965, a discussion between Past International President Carl Bowen and former FBI Director J. Edgar Hoover resulted in the birth of the *Respect for Law U.S. & Canada* community activity.

b. Awards honoring Law Enforcement Officers, Citizens and youth.

c. For more information see *Respect For Law Planning Guide*.

### **\*3-18. Respect for Military**

a. “Honoring Heroes Who Defend Our Freedom”. The men and women who serve and protect our nations and communities have given so much to each of us. Thousands of veterans serve as key Members of our Clubs. In many communities, veterans are the foundation of the Optimist Club.

b. Use the *Military Service Certificate* to honor military members for their service to our nation.

## **Chapter 4**

### **District Lieutenant Governor (Lt. Gov.)**

#### **4-1. General.**

a. The Lieutenant Governor is an optional District officer responsible for direct contact with member Clubs who can advise on Club methods, administrative techniques, youth and community service activities. A Lt. Governor of your Zone will contact the club president. Lt. Governor is a direct link between OI, DMM and Clubs within your Zone. A Zone within the DMM District is an assigned cluster of clubs within a geographical subdivision.

b. All the following are different components of the same standardized curriculum for training new Lieutenant Governors.

#### **4-2. Training.**

(1) *Faculty Guide – Lt. Governor-Elect Conference* – A printable “Faculty Guide”

(2) *Faculty Guide – Lt. Governor-Elect Workbook* – A matching printable handout

a. Planning Your Year

(1) *A Year in the Life of a Lt. Governor*

(2) *Functions of a Lt. Governor*

(3) *Lt. Governor's Creed*

(4) *Mission, Vision, and Purpose*

(5) *Lieutenant Governor Checklist Dec. 2016*

b. Reports and Forms

(1) *Annual Club Review*

(2) *Club Visitation Report*

(3) *Honor Club Planning/Tracking Form*

(4) *Distinguished Lt. Governor Tracking Form*

(5) *Insurance Questions and Answers 2016 U.S.*



- (6) [\*Insurance Questions and Answers Canada 2016\*](#)
- (7) [\*New Member Induction\*](#)
- (8) [\*Zone Reporting Instructions - Spreadsheet\*](#)
- (9) [\*Zone Meeting Report\*](#)
- c. Events and Programs
  - (1) [\*New Officer Installation\*](#)
  - (2) [\*Reflections Installation Ceremony\*](#)
- d. Resources and Information
  - (1) [\*Dues & Fees Facts 2017-18\*](#)
  - (2) [\*Club Due-Dates add Special Events 2016-17\*](#)
  - (3) [\*Friends Thank You Ltr - FOO Member Renewal\*](#)
  - (4) [\*OI Recognition Program ICD-135 effective 2016\*](#)
  - (5) [\*Lt. Governor Training Building Relationships with your Team - PowerPoint\*](#)
  - (6) [\*Lt Governor Training Installations and Inductions - PowerPoint\*](#)
  - (7) [\*Lt. Governor Training-Zone Meetings - PowerPoint\*](#)
  - (8) [\*Lt. Governor Recognition 2017-2018 - PowerPoint\*](#)
  - (9) [\*Lt. Governor Training-Visiting your Club - PowerPoint\*](#)
  - (10) [\*Lt. Governor Training-Honor Club Tracking-Reports - PowerPoint\*](#)
  - (11) [\*Role of The Lt. Governor 2016 - PowerPoint\*](#)
  - (12) [\*Sample Zone Meeting Agendas\*](#)
  - (13) [\*Zone Meeting Agenda 1st Quarter\*](#)
  - (14) [\*Zone Meeting Agenda 2nd Quarter\*](#)
  - (15) [\*Zone Meeting Agenda 3rd Quarter\*](#)
  - (16) [\*T-Shots\*](#)

## Chapter 5

### Useful Information and References

#### Section I

##### Web & Email Sites

##### Background Checks

[\*Background Check\*](#)

District of Dakotas Manitoba Minnesota (DMM)

Email: [\*dmm35web@gmail.com\*](mailto:dmm35web@gmail.com) Web: [\*DMM\*](#)

DMM District Policies

[\*DMM District Policies 2017\*](#)

Optimist International

[\*YouTube Channel, OI\*](#)

[\*Facebook, OI\*](#)

[\*twitter, OI\*](#)

[\*LinkedIn, OI\*](#)

(314) 371-6000 phone (800) 500-8130 phone

(314) 371-0600 fax (314) 371-6009 voice mail

Fax: (800) 414-8943

Optimist Leaders Login

[\*Optimist Leaders\*](#)

Optimist International Leadership Hotline

Email: [\*OI Web Site\*](#) Web: [\*Leadership Hotline 2018\*](#)

Optimist International Official Products

[\*Shumsky \(U.S.\)\*](#)

[\*www.OptimistStuff.com\*](http://www.OptimistStuff.com)

(877) 678-2582

[\*Ansell's \(Canada\)\*](#)

[\*www.optimistsupply.ca\*](http://www.optimistsupply.ca)

1-800-565-7062 phone (519) 633-6547 phone

Optimist Program Planning Guides

[\*Program Planning Guides 2017-18\*](#)

Optimist International Forms

[\*Optimist International Forms\*](#)

The Optimist Magazine

[\*OI Magazine 2018\*](#)

#### Section II

##### Programs, Forms & PDF'S

Annual Club Review

[\*Annual Club Review\*](#)

Automated Clearing House Direct Debit

Authorization Program

[\*Direct Debit Authorization Program 2017-18\*](#)

Builders of Excellence

[\*BOE Recognition\*](#)

Certificates

a. [\*Award Certificate Generic, OI - Blank\*](#)

b. [\*Certificate Generic\*](#)

c. [\*Certificate Generic Black\*](#)

d. [\*Certificate Generic Blue\*](#)

e. [\*Certificate Yrs Service Blue\*](#)

f. [\*Certificate Yrs Service BW\*](#)

g. [\*Certificate Yrs Service Color\*](#)

h. [\*Military Service Certificate Blank\*](#)

**Childhood Cancer Campaign**  
*Childhood Cancer Campaign*  
**Club Bylaws**  
*Club Bylaws Blank Form Mar 2018*  
**Club Foundation Representative**  
*CFR Appointment Form*  
**Club Model Budget**  
*Club Model Budget*  
**Club Officer-Elect Report**  
*Club Officer-Elect Report*  
**Club Officer Installation Ceremonies**  
*Club Officer Installations Ceremony*  
**Club Officer Nominations**  
*Club Officer Nominating Committee*  
**Club Organizational Chart**  
*Club Organization*  
**Club Pride Report**  
*Club Pride Report Form 2016-17*  
**Club Roster Adjustment**  
*Club Roster Adjustment (CRA)*  
**Club Secretary-Treasurer Leadership Information**  
*Club Sec-Tres Info*  
**Community Activities**  
*Community Activities*  
**Communications Contest for the Deaf and Hard of Hearing (CCDHH)**  
*CCDHH 2018-19*  
**Community Service Project**  
*Community Service Project*  
**Dime-A-Day**  
*Dime-A-Day Program*  
**Dues, Club Invoice, Sample**  
*Dues Invoice Sample*  
**Dues Structure, OI**  
*Dues Structure 2017-18*  
**Essay Contest**  
 a. *Essay Contest Application, Club 2017-18*  
 b. *Essay Contest Planning Guide, Club 2017-18*  
**Friend of Optimist (FOO)**  
 a. *Friend of Optimists Brochure*  
 b. *FOO On-line Application*  
**Global Spotlight**  
*Global Spotlight*  
**Honor Club Planning/Tracking Form**  
*Honor Club Planning/Tracking Form*  
**Insurance for Clubs & Members**  
*Summary of Insurance Effective 2017*  
**Insurance Liability**  
 a. *Insurance Summary U.S.*  
 b. *Insurance Questions/Answers U.S. 2016*  
 c. *Insurance Questions and Answers Canada 2016*  
**International President Recognition**  
*OI President's Recognition Application*  
**IRS Form - Tax ID/EIN**  
*Tax ID (EIN) Number 2018*

**Junior Optimist International (JOI)**  
*Junior Optimist International*  
**Life Member Application**  
*Life Membership Application 2017-18*  
**Logos**  
*OI Logos*  
**New Club Building**  
 a. *Electronic New Club Building Kit*  
 b. *newclubs@optimist.org*  
 c. *New Club Building Assistance Grant 2017*  
 d. *New Club Building Resource Materials*  
 e. *Step by Step Club Building*  
**Member Record Form**  
*Member Attendance Records Form*  
**New Membership Application**  
*Membership Application Forms*  
**New Member Induction and Pledge**  
 a. *New Member Induction*  
 b. *New Member Pledge*  
**New Member Application Form**  
*New Member Brochure*  
**New Officer Installation**  
*New Officer Installation*  
**News Releases, Sample**  
*News Release Sample*  
**NOW Planning Guide**  
*NOW Planning Guide*  
**Of Dreams and Deeds (history of Optimist)**  
*Of Dreams and Deeds*  
**OI (Optimist International)**  
*OI*  
**Optimist Board Policies**  
*OI Board Policies*  
**OI Club Member Liability Insurance**  
*Insurance Summary U.S.*  
**Optimist Creed**  
*OI Creed*  
**OI Foundation (OIF) Club Pass Through**  
*Club Pass Through Grant Program, OIF*  
**Optimist Day Proclamation**  
*Optimist Day Proclamation 2018*  
**Optimist Desktop Images**  
*OI Desktop Images*  
**Optimist in Action Month**  
*Optimist in Action Month*  
**Optimist Club of the Year**  
*Optimist Club of the Year Judging Form*  
**Optimist Junior Golf**  
*Junior Golf, OI 2018*  
**Optimist Leaders Resource Library**  
*Optimist Leaders Resource Library*  
**Optimist Leaders Teaching Guides**  
*OI Teaching Materials*  
**Optimist Member/Community Member of the Year Certificate**  
*Club/Community Member of the Year Blank*

**Optimist Mission, Vision, and Purpose**

[\*Mission-Vision-Purposes\*](#)

**Optimist Military Service Certificate**

[\*Military Service Certificate\*](#)

**Optimist Structure & Services**

[\*OI Structure & Services\*](#)

**Oratorical Application Entry Form**

[\*OI Oratorical Contest Application, 2017-18\*](#)

**Oratorical Contest Planning Guide**

[\*Oratorical Club Contest Planning Guide 2017-18\*](#)

**Recognitions and Awards**

[\*Recognitions & Awards\*](#)

**Recruitment and Retention**

[\*Recruitment & Retention\*](#)

**Respect for Law**

[\*Respect for Law U.S. & Canada\*](#)

**Personal Growth and Involvement (PGI)**

[\*PGI Program 2017\*](#)

**President Elect Workbook**

[\*President Elect Workbook\*](#)

**Professional Development Program (PDP)**

a. [\*Professional Development Program\*](#)

b. [\*PDP Program FAQ\*](#)

**Public TV Service Announcements**

[\*TV Public Service Announcements\*](#)

**Scholarship Contests**

[\*Scholarship Contests, OI 2018-2019\*](#)

[\*Scholarship Rule Changes. OI 2018-19\*](#)

**Sponsor a New Member**

[\*Sponsor a New Member\*](#)

**Tax Exempt Letter**

[\*Tax Exempt Letter\*](#)

**Tax Filing Information for Clubs**

[\*Tax Filing Information\*](#)

**T-Shot**

[\*T-Shots\*](#)

**Types of Membership**

[\*Types of Memberships\*](#)

**Youth Appreciation Planning Guide**

[\*Youth Appreciation Planning Guide\*](#)

**Youth Safety**

a. [\*Youth Safety Evaluation Form Blank\*](#)

b. [\*Youth Safety Program\*](#)

**Youth Safety Planning Guide**

[\*Youth Safety Planning Guide\*](#)

## **Section III**

### **Acronyms, Jargon, Definitions**

**ACPG (Annual Club Planning Guide)**

a. Completed by the Lt. Governor and the Clubs in the Zone. The ACPG offers the Lt. Governor the opportunity to recognize and praise Clubs for their accomplishments and can help spot situations which may need assistance. (See 2-4.)

**Annual Club Review**

a. During the final month of the administrative year, the LT. Governor is to prepare this [\*Annual Club Review\*](#) for each Club in the Zone. This report is a summation of the Club's accomplishments during the administrative year just ending based primarily on those goals set down on the ACPG at the beginning of the year.

b. This report should not be a projection of the Club's plans or goals for the following year. (See 2-5.)

**BOE (Builder of Excellence)**

a. A person who is a key new club builder can be designated a "Builder of Excellence" and receive special recognition for his/her accomplishments. [\*BOE Recognition\*](#)

**BOBIK ("Bringing Out the Best In Kids")**

a. Optimist International current marketing/branding tagline.

**Bringing Out the Best In Kids**

a. Optimist International current marketing/branding tagline.

**CCC (Childhood Cancer Campaign)**

a. The OI [\*Childhood Cancer Campaign\*](#) supports children and their families struggling with childhood cancer. (See 3-3.)

**CCDHH (Communication Contest for the Deaf and Hard of Hearing)**

a. The [\*CCDHH 2018-19\*](#) offers the opportunity for the hearing impaired to enter an Oratorical Contest using sign or oral presentations. (See 3-10.)

### **CFR (Club Foundation Representative)**

a. CFR heads a Club fund raiser as *Dime-A-Day Program* for OI Foundations' benefit. *CFR Appointment Form* (See 2-6.)

### **Club Pride Report**

a. Login *Optimist Leaders*, click REPORTS. If you think your club might have more activities, you can save now, and add or change this report at a future time. Click SAVE to save the CPR (as of now) to Optimist International's computer/server. This will NOT save to your computer. *Club Pride Report Form 2016-17*

b. Once you click SUBMIT, you will NOT be able to make changes. (See 2-3.)

*Note: Formerly known as the "Presidents Pride Report"*

### **Community Service Project**

a. *Community Service Activities* may be a project suggested by OI or one unique to the needs in YOUR community.

### **CRA (Club Roster Adjustment)**

a. Whenever a Club wants to add or delete a member from its roster or change the address of a member, it reports that information to OI online by clicking on your club roster. (See 2-12.)

### **CQ (Candidate Qualifications)**

a. Refers to the committee (at both District and OI) that proposes candidates for office.

### **DFR/CFR (District Foundation Representative/Club Foundation Representative)**

a. These are terms associated with the OI Foundation. DFRs and CFRs help promote the Foundations to Members and assist in the collection of donations. (See 3-4.)

### **Dime-A-Day**

a. The *Dime-A-Day Program* level is reached by a contribution of \$36.50 to the OIF within one Optimist Year, and is recognized by the presentation of a pin.

b. OIF Dime-A-Day Campaign P.O. Box 952126 St. Louis, MO 63195.

### **District**

a. District is an administrative division of OI within geographical boundaries established by OI. All Clubs within its boundaries are members of that District. Districts do not have legislative powers or votes in OI affairs.

b. *Example.* District #35 (35<sup>th</sup> District within our Great Plains region).

### **District Conferences**

a. District Conferences are held four times a year (unless otherwise determined by District Governor), giving the Governor and District Chairs the opportunity to explain programs and objectives.

b. Conferences are open to all Optimists and offer training programs, workshops, business sessions and fellowship. (See \*3-5.)

### **District Governor**

a. The Governor is the Chief Administrative Officer of the District.

### **DMM (Dakotas Manitoba Minnesota)**

a. Districts within each Region are numbered and named. Example: District #35 (35<sup>th</sup> District within the Great Plains Region) is Dakotas Manitoba Minnesota (DMM).

b. DMM District consist of the states/provinces of South Dakota, North Dakota, Manitoba Canada, Minnesota.

### **DMM Optimist of the Year (Roger L. Haas DMM Optimist of the Year Award)**

*Postmarked NLT Sep. 1 or emailed by Sep. 15 – Secretary-Treasurer – DMM*

a. Annually, an Optimist of the Year shall be selected from a list of candidates submitted by their clubs to be considered for the *Roger L. Haas DMM Optimist of the Year Award*.

b. This award is meant to be a "grassroots" award given to a common member for very uncommon efforts. It is not meant to be a lifetime achievement award; the nomination should focus primarily on the local club activities of the current optimist year.

c. This recognition will be presented during the first quarter meeting the year following. (See \*3-9.)

### **Friend of Optimist (FOO)**

a. Individuals can show their support of Optimist International by becoming Friends of Optimists. A Friend of Optimists may be someone who does not have an Optimist Club in their area, or they may not have time to dedicate to a local Optimist Club. Optimist Clubs can also bestow a Friend of Optimists membership on a community member who has shown great support for the Club.

b. To learn more, check out the *Friend of Optimists Brochure* and *Frequently Asked FOO Questions*. To apply for membership online at *FOO Application*.

### **HELP!**

a. Help and support is there for all Optimists and their Clubs. The Lt. Governor, Governor, District Chairs and OI (1-800-500-8130) are only a telephone call away.

### **International President's Incentive Program**

a. The annual incentive program developed by Optimist International President to recognize Clubs and Districts that go the extra mile during his/her administration. *OI President's Recognition Application*

### **"Leadership Hotline" *Leadership Hotline 2018***

a. Keep track of all the Optimist happenings with the *Hotline*. The *Hotline*, Optimist International's monthly leadership newsletter, is filled with important notices, deadlines and information. It is published on the first Wednesday of every other month and is sent to all Optimists in leadership positions via email.

b. To request a PDF version of an issue of The *Hotline*, please send an email to [communications@optimist.org](mailto:communications@optimist.org).

### **Life Member**

a. Life Membership is an honor often bestowed by a Club on an Optimist who has shown years of dedication to the Club. Optimists can also enroll themselves in Life Membership. *Life Membership Application 2017-18*

b. Through Life Membership, a one-time fee is paid, and the Optimist pays lower dues for life.

### **NOW (New Optimists Welcome)**

a. A special membership recruitment program that Clubs can use to add multiple Members at one time. *NOW Planning Guide* (See \*3-12.)

### **JOI**

a. Clubs sponsor *Junior Optimist International* Clubs, which share in structure with the founding adult Clubs. JOI Clubs have Districts, Governors, Secretary-Treasurers and LT. Governors.

b. They hold conventions within their districts and have an Optimist International Convention.

### **Motto**

a. A phrase that expresses the ideals of a group or organization "Friend of Youth" is Optimist International's current motto.

*Note: The original motto of "Friend of Delinquent Boys" was later changed to "Friend of Boys" then to our current motto "Friend of Youth". (See Figure F-2)*

### **NCB (New Club Building)**

a. The process of organizing and starting a new Optimist Club.

### **OI (Optimist International)**

a. *OI* is governed by the International Board of Directors, Optimist International offers a plethora of training, leadership and resources to Optimist Clubs.

### **OIJGC (Optimist International Junior Golf Championships)**

a. The culmination of District Junior Golf qualifying tournaments.

b. The top *OI Junior Golf 2018* golfers from around the world compete in this tournament held each July at the PGA Golf Resort in Florida.

### **Optimist International Convention**

a. You will receive considerable training.

b. Early bird registrations rates end May 1.

c. OI convention is held in July *OI Convention 2018*. (See 2-9.)

### **Optimist Club of the Year**

a. The Optimist Club of the Year award is presented annually to the most outstanding Club in each Region. (See 3-8.) *Optimist Club of the Year Judging Form & Points*

### **Optimist International Foundation Pass Through Grant Program**

a. If your Optimist Club is not a 501(c)(3) and is seeking grant funds or local contributions that must be given to a 501(c)(3) you may use OIF as a 501(c)(3) charitable organization to pass the donation through. *Club Pass Through Grant Program, OIF*

### **PDP (Professional Development Program)**

a. The *Professional Development Program* is meant to provide members a way to develop professionally while advancing through ten levels to earn a certificate and three advanced levels to earn bronze, silver, and gold pins.  
b. This is a separate program from PGI program. (See \*3-4.)

### **PGI (Personal Growth and Involvement)**

a. The *PGI Program 2017* was developed to give all Optimists the opportunity to grow while advancing through ten levels of involvement at your own pace. (See \*3-4.)

### **PGI Pin Backing**

a. Colored tabs worn behind your Optimist pin to indicate you have completed various levels of requirements in the PGI Program.

### **President's Citation**

a. One member per Club may be recognized as an "Outstanding Optimist Club Member." Club President is to submit the request *Outstanding Optimist Club Member* form. (See 3-16.)

### **Region**

- a. A geographic subdivision of Optimist International.
- b. A Region is one of eight contiguous groups of Districts that enhances the administration of Optimist International.
- c. The DMM District is in the Great Plains Region.
- d. Regions do not have legislative powers or votes in Optimist International affairs.

### **The Club Grant Program**

a. The *Club Grant Program* is a yearly program designed to assist Clubs in funding new projects. For more information watch the *Club Grant Video* or call the Optimist International Foundation office at (800) 500-8130.

### **"The Optimist"**

a. Optimist International publication, members receive four issues per year.

### **"The Torch"**

a. The official publication of Junior Optimist International, sent to all Youth Clubs for distribution to their Members.  
b. Connect with Junior Optimist International! Email: [youthclubs@optimist.org](mailto:youthclubs@optimist.org), Web: [www.junioroptimist.org](http://www.junioroptimist.org), Facebook: Junior Optimist International, Twitter: @Junior\_Optimist

### **T-Shot**

- a. A T-Shot is a glimpse of your club's current membership.
- b. Login *Optimist Leaders*, click REPORTS, click T-SHOTS

### **Zone**

a. An optional geographic subdivision of the District. Zones do not collect dues or conduct activities. A Zone is headed by a Lt. Governor, who is the liaison for the Governor between clubs within that zone.  
b. Zones do not collect dues or conduct activities.  
c. Zone Lt. Governor's open the lines of communication between OI and the Clubs within the Zone.

### **Zone Lieutenant Governor (Lt. Gov.)**

- a. The Lt. Governor is an optional District officer responsible for direct contact with member Clubs, who can advise on Club methods, administrative techniques, youth and community service activities.
- b. A Lt. Governor is the liaison for the District Governor between clubs within the zone.
- c. Zone Lt. Governor's open the lines of communication between OI and the Clubs within the Zone.
- d. District Lieutenant Governor training, (See [Chapter 4](#))

### **Zone Meeting**

- a. A Zone is an optional geographical grouping of Clubs assigned to a Lieutenant Governor for personal contact and service.
- b. It is not a tier in Optimist International's structure. Zone meetings, conducted by the Lieutenant Governor, are devoted entirely to training, counseling and motivating Club leaders. Zone meetings may be conducted in conjunction with a District meeting. In some Districts, Zone meetings may be held monthly or quarterly.

## **Appendix A**

### **Tax Form 990 (for U.S. Clubs)**

#### **A-1. General**

- a. The IRS has held that the member Clubs of Optimist International are exempt from the payment of income taxes under Section 501(c)(4) of the Tax Code. However, to maintain the exemption, some Clubs are required to file a Form 990 with the IRS.
- b. Clubs whose annual gross receipts are normally \$50,000 or less are required to electronically submit Form 990-N, also known as the e-Postcard, unless they choose to file a complete Form 990 or Form 990-EZ instead.

#### **A-2. How to Submit e-Postcard**

- a. To electronically submit Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990EZ, use the [Form 990-N Electronic Filing System \(e-Postcard\)](#) .
- b. Information Needed to File e-Postcard - completing the e-Postcard requires the eight items listed below:
  - (1) Employer identification number (EIN), also known as a Taxpayer Identification Number (TIN).
  - (2) Tax year.
  - (3) Legal name and mailing address.
  - (4) Any other names the organization uses.
  - (5) Name and address of a principal officer.
  - (6) Web site address if the organization has one.
  - (7) Confirmation that the organization's annual [gross receipts](#) are \$50,000 or less.
  - (8) If applicable, a statement that the organization has terminated or is terminating (going out of business).
- c. For questions, contact the OI Finance Department at [finance@optimist.org](mailto:finance@optimist.org).

#### **A-3. Failure to File Form 990**

- a. The club treasurer must file IRS Form 990 by February 15th which is required by law. Failure to file by February of the following calendar year can result in a fine levied by the IRS. An extension can be granted but must be requested in advance of the February date. [Tax Form 990 Late Filing Procedures 2018](#)

## **Appendix B**

### **Federal Employer Identification Numbers (FEIN or EIN)**

#### **B-1. General**

- a. Optimist International furnishes the Field Representative with an SS-4 form in the field kit for all new U.S. Clubs. This form must be completed immediately and faxed or mailed to Optimist International. It must be sent to the attention of the Finance and Administration Department.
- b. Optimist International must submit the form directly to one specific IRS office. Only applications received by the IRS directly from OI will be recognized as a subordinate Club falling under the Optimist International umbrella. NEVER contact the IRS directly and apply for a Federal Employer Identification Number.
- c. While you may get a number faster, the IRS will not recognize it as falling under the Optimist International umbrella. Further, it may place the Club in a situation where it will be considered a "for profit" organization. [Tax ID \(EIN\) Number 2018](#)

#### **B-2. Multiple FEIN**

- a. Once a number has been issued, it stays with the Club for its entire life. There have been situations where Clubs have acquired multiple Federal Employer Identification Numbers causing confusion and situations where they could

lose their not-for-profit status. This sometimes occurs with a change of administration when the new officers erroneously apply for a new number.

b. Optimist International maintains complete records of all Club Federal Employer Identification Numbers (FEIN).

c. Optimist International is required to complete a report each year, for the IRS, listing every Club and their number. If you do not know your Club's FEIN, please contact the Finance and Administration Department (800-500-8130 ext. 276) at the International Office.

## Appendix C

### General Legal Liability Insurance

#### C-1. General

a. Optimist International provides general liability insurance coverage for property damage, personal injury, advertising injury, and bodily injury to all Clubs and their members while acting on behalf of the Club.

b. A Summary of Insurance is sent to all Club Secretary-Treasurers and Presidents-Elect in the summer. In addition, a copy can be found on the Optimist International web site [OI](#).

c. For more information on coverage, exclusions or to receive a [Summary of Insurance](#) that names someone as a co-insured, contact the Insurance Administrator, Marsh Affinity Group Services. There is no charge for this service 800-503-9227 or fax at 847-803-4649 or go to [Mercer Club Insurance Benefits](#).

## Appendix D

### Start a New Optimist Club

#### D-1. General Guidelines

a. An Optimist Club is made up of men and women who want to positively impact their community. To learn more contact Optimist International New Club Building Dept. phone: (800) 500-8130 ext. 210 Fax: (314) 371-6006 Email: [newclubs@optimist.org](mailto:newclubs@optimist.org).

b. [Electronic New Club Kit](#). These are the materials you would find in a New Club Building Kit, listed as hyperlinks to take you directly to the document on the Optimist Website. [Electronic New Club Building Kit](#)

c. [New Club Building Rules and Requirements](#). [Step by Step Club Building](#)

(1) A new Club may have up to two Sponsor Clubs, but a Sponsor Club is not required.

(2) A minimum of 15 New Club Members are required to qualify for New Club Charter (refer to OI Policy IC-51)

(3) A minimum of 9 of the New Club Members are required to be present at an Official Organizational Meeting to hold the meeting.

(4) New Clubs are required to pay \$425 to OI.

(5) Builders of Excellence.

(a) If there is one Sponsor Club there may be a maximum of two Builders of Excellence.

(b) If there are two Sponsor Clubs there may be a maximum of four Builders of Excellence.

(6) An Authorized Representative of OI must be present to conduct the Official Organizational Meeting and certify the paperwork for a New Club.

(7) Optimist International will file for a Tax ID number (See Appendix B) for New Clubs once the Clubs Organize and OI has received their paperwork.

(8) If a Tax ID is required to open a bank account Optimist International should be informed.

(9) A New Club's Charter Roster stays open for 15 days following the Official Organization of a New Club

d. DMM New Club Building Club Assistance Grant. District Governor may offer a club building assistance incentive grant to cover expenses. [New Club Building Assistance Grant 2017](#)

#### D-2. Club Structure (See Figure D-1)

a. *Directors*. (Half of the total number to be elected annually for a two-year term, the recommended total number of elected Directors is six.) Determines policies, makes long-term and short-term plans, elects and deletes members, supervises Club activities, provides for annual review of Club books, fills vacant offices between elections, determines causes for and initiates plans to correct excessive member loss and low attendance.

b. *President*. Elected for one-year term. Coordinates and encourages the implementation of Club programs and Policies, Presides at Club and Board meetings, Acts as Club's community representative and various levels of Optimist International, Makes necessary appointments. [Club Model Meeting Agenda](#)

c. *President-Elect*. Elected for one-year term. Serves on the Board of Directors, presides over meetings and acts in the capacity of the President when absent, Succeeds to the office of President automatically on the first day of the succeeding year.



d. *Vice President*. Elected for one-year term. Serves as liaison between the Board of Directors and a group of committees, Preside at Club and Board meetings in the President's absence, serves on the Board of Directors, perform duties ordinarily incumbent upon Vice Presidents, perform duties assigned by the President.

e. *Secretary-Treasurer*. Appointed by the President, approved by the Board for one-year term. Clubs may choose to split the Secretary-Treasurer duties between two people. Maintains minutes of Club and Board meetings, Receives and disburses all Club funds, keeps financial records, Handles Club correspondence, Prepares and files Club reports, Maintains membership, awards and attendance records.

f. *Secretary*. Maintains minutes of Club and Board meetings, Handles Club correspondence, Prepares and files Club reports, Maintains membership, awards and attendance records.

g. *Treasurer*. Receives and disburses all Club funds and keeps financial records.

h. *Club Presidential appointments*.

(1) Individual

(a) *Chaplain* (optional, need not be a clergyman)

(b) *Club Director of Personal Growth*

(c) *Club Foundation Representative*

(e) *Club Activities Coordinator*

(f) *Parliamentarian* (optional)

(g) *Secretary-Treasurer* (must be approved by the Board)

(h) *Sergeant-at-Arms* (may serve as Fellowship Committee Chair)

(2) Standing Committees

(a) *Community Service*

(b) *Fellowship*

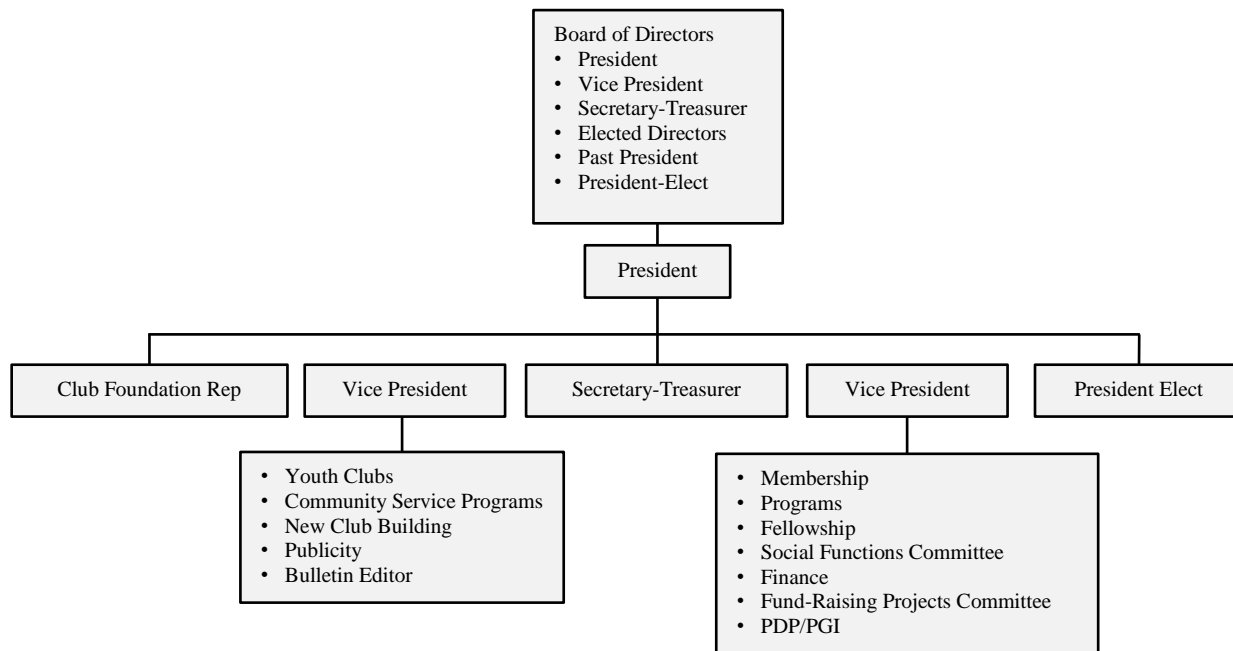
(c) *Finance*

(d) *Junior Optimist International Youth Clubs*

(e) *Membership*

(f) *New Club Building*

(g) *Public Relations*



**Figure D-1. Club Structure**

## Appendix E

### Optimist Club/Member Recognition and Awards

#### E-1. “Bringing out the Best” Club (Marketing/Branding Banner Patch then a year bar patch thereafter)

1. Add two or more Members.
2. Be Current on District and Optimist International dues and Fees.
3. Complete the Club Pride Report.
4. Complete two or more service projects each year.
5. Conduct a Membership Recruitment Drive (i.e. NOW Program, \*3.13).
6. Recognize a Club member or local community individual.

#### E-2. Honor Club (Banner year bar patch with Club President’s name and year; thereafter a year bar patch with Club President’s name)

1. Appoint a Club Foundation Representative and make a non-restricted contribution to the OIF or CCOF.
2. Be current on District and OI Dues and Fees.
3. Club President or Club President-Elect (or two Designees) attend District Convention (or two other District meetings/conferences).
4. Complete the Club Pride Report and Club Officer-Elect Form.
5. Complete three or more service projects each year.
6. Conduct a Membership Recruitment/Drive (i.e. NOW, \*3-13.) Program.
7. Grow Club by Net of +3 in membership.
8. Recognize a Club member or local community individual.

#### E-3. Distinguished Club

a. A wristwatch for Club President and Secretary and/or Treasurer, a banner patch with the Club President’s name; thereafter a year bar patch with Club President’s name and watch).

- (1) Add Net + 15 in membership or -
- (2) Build one or more new Clubs or -
- (3) Increase membership by Net + 8 and build two or more Junior Optimist International Clubs.
- (4) Meet Honor Club Criteria.

Plus, one of the following:

#### E-4. Rookie Rock Star Award

a. Award can be earned ONLY in the first twelve months of membership as recorded in the records of Optimist International (Optimist pin). *Rookie Rock Star Award*

- (1) Attend one of the following: District meeting, Regional Summit, International Convention.
- (2) Serve on a Club Committee.
- (3) Sponsor a New Member.
- (4) Work on a Service Project.

#### E-5. Builders of Excellence

a. Up to four, 2 each from two clubs, Builders of Excellence can be named for each new adult Club, regardless of the number of Sponsor Clubs.

#### E-6. Sponsor Pin Incentive

a. Sponsor pins shall be awarded by OI Members when sponsoring 1, 3, 5, 15, 20, 35, 50, 75, 100, 125, 150, 175, 200, 225, and 250 New Members. Pins are automatically shipped to District Governors.

*Note:*

1. Recognition of the Administrative Year will not be announced until after January 10 of the following administrative year.
2. Submission of the Club Pride Report is required for proof of completed service projects.
3. All reports for Distinguished Governor are to be received for year the Governor served.

## Appendix F

### Marketing

**F-1. General.** Marketing/public relations, service and growth are important to every Optimist Club. Clubs provide service, which they promote to the media and local community. This marketing generates interest in Club activities and helps the Club gain new Members. New Members allow the Club to provide more service!

## **F-2. Abbreviated History of Optimist International Motto and Slogan**

### a. Motto

(1) *FRIEND OF THE DELINQUENT BOY*: In 1923, the motto "Friend of the Delinquent Boy" was chosen, setting the course of our organization.

(2) Jay C. Goodrich, then International Field Secretary, who told the convention, quote: "*We shall strive to make the optimist club known to the world as the "Friend of the Delinquent Boy"*". Therefore, the Optimist's first slogan was officially adopted. (Ref: Gordon S. Thompson, *Of Dreams and Deeds, Chap.6 Early Optimist Youth Work, p. 50*)

(3) *FRIEND OF THE BOY*: In 1924, it was voted by the convention delegates that the Optimist International motto be revised to "Friend of the Boy".

(4) *FRIEND OF YOUTH*: In 1972, Optimist International's motto changed to "Friend of Youth," to reflect service to both girls and boys. (Ref: *www.optimist.org, Visitors, History/Milestones, 1970s – Rapid Growth*)

(Ref: Gordon S. Thompson, *Of Dreams and Deeds, Chap.17 The 1970s And 1990s: A New Logo And More Growth, p. 146*)

(4) *BRINGING OUT THE BEST IN KIDS*: In July of 2001, Optimists found themselves seated in the White House, pledging to support U.S. President George W. Bush's goal to mentor one million children. Optimist International President Bob Garner called the meeting, quote "*yet another sterling example of Optimists Bringing Out the Best in Kids*" thus branding OI with a new slogan

(a) In 2000, the Board of Directors adopted the slogan "Optimist...Bringing Out The Best In Kids." OI put specific emphasis on the mission of Optimist Clubs without de-emphasizing the standard-bearer "Friend of Youth". (Ref: Gordon S. Thompson, *Of Dreams and Deeds, Chap. 19 A New Millennium: 2---, p. 168*)

(b) The word "Optimist" was later dropped while keeping the remaining words "Bringing Out The Best In Kids".

(5) *BRINGING OUT THE BEST*: In October 2017, the words "In Kids" were dropped keeping the remaining words "Bringing Out The Best" as our current Optimist International slogan.

**F-3. Motto** – a phrase that expresses the ideals of a group or organization "Friend of Youth" is Optimist International's current motto.

**F-4. Branding** – a name, logo, slogan, and/or design scheme associated with a product or organization that tells people who you are and what you do "Bringing Out the Best in Kids" is Optimist International's branding statement. "Bringing Out the Best in Kids" was developed as a contemporary way to bring across the focus of Optimist International.

*Note: "Bringing Out the Best in Kids" does not replace the Optimist International motto "Friend of Youth."*

**F-5. Logo** – a signature symbol or icon used by a group or organization Optimist International has several logos, but Optimist Clubs should be careful to use the appropriate logo at the appropriate time. *OI Logos*

a. The traditional Optimist International logo is the octagon with the "O" and "I" in the middle. One version of the Optimist logo incorporates the motto "Friend of Youth." The "Bringing Out the Best in Kids" logo is part of the organization's branding efforts. Several Optimist programs and activities also have their individual logos and can be used to coincide with a Club's participation in these activities.

b. For more information go to *OI*, under MEMBERS, click FORMS & PUBLICATIONS, click LOGOS & GRAPHICS. If your Club has any questions, please contact [marketing@optimist.org](mailto:marketing@optimist.org).

c. District logos.

(1) [DMM.jpg](#)

(2) [DMM\\_Black.jpg](#)

(3) [DMM\\_PMS\\_286.jpg](#)

(4) [DMM\\_Roundrel.jpg](#)

(5) [DMM\\_Roundrel\\_Black.jpg](#)

(6) [DMM\\_Roundrel\\_PMS.jpg](#)

(7) [DMM\\_Stacked.jpg](#)

(8) [DMM\\_Stacked\\_Black.jpg](#)

(9) [DMM\\_Stacked\\_PMS\\_286.jpg](#)

## **F-6. How-To Information.**

a. Check out the documents below for helpful hints on a variety of marketing topics.

- (1) *Club Brochure Guidelines*
- (2) *News Release Sample*
- (3) *OI 2016 Logo History Video*
- (4) *OI Branding Guidelines*
- (5) *OI Desktop Images*
- (6) *Radio PSAs*
- (7) *Taglines*

## The Optimist Poem:

### OPTIMISM -- LIVING IT!!

by Danny Moss

I was walking down the street one day when a stranger I chanced to meet.  
His Head was low, his stride was slow, and he was looking at his feet.

Now, I don't believe in bothering someone when I know not who they are,  
But, this man looked like he needed a friend and he may have walked very far.

I said, "Good Morning! It's a beautiful day, a wonderful morning for a walk."  
He just looked at me with saddened eyes, but, I could tell he needed to talk.

"So tell me friend, what's bothering you, on this bright and beautiful day?  
I'd like to help you if I could?"...  
Then, he looked, and began to say:

"How can you talk of a beautiful day?  
You don't know what's going on.  
The sun may be shining, the birds may be singing, but, it's not a happy song!"

"For you see, my car broke down, I got fired, and my dog, he ran away.  
My wife says she loves another man, and I've got no place to stay."

"To top it all off, there are nuclear bombs pointed in our direction.  
Nobody knows when they may arrive based on some MADMAN'S predilection."

"So tell me again how nice it is walking down this street.  
The beauty around us is only illusion, and with these things it can't compete."

My first reaction -- HMMM -- this man's got a point.  
What could I possibly say?  
Then I remembered my "OPTIMIST" training and I responded in this way:

"Dear sir, I know it seems pretty dim the things that have happened to you.  
But, rest assured you're not alone, OPTIMISM will pull you through."

"There's a group of people that go through life trying to make the world a better place.  
They build communities, they work with kids, and they do it with a smile on their face."  
"Oh, they have their problems, they have bad luck, their spouses leave them, too!  
BUT, it's how they handle it in their minds that makes them different from you."

"They know that when things happen which seem beyond their control,  
Something better will take its place and once again make them whole."

"How do they do this, you might ask, and keep their spirits strong?  
There is something called "THE OPTIMIST CREED" that they say when things go wrong."

"The creed is not just so many words  
To say when you're in a group,  
The words are meant to enhance your life,  
BUT, you have to "live" them, too."

I can teach you this CREED that you may say  
When your life seems amiss,  
But, when you say it, you must mean it  
And it goes just like this:"

# The Optimist Creed

## Promise Yourself...

- To be so strong that nothing can disturb your peace of mind.
- To talk health, happiness and prosperity to every person you meet.
- To make all your friends feel that there is something in them.
- To look at the sunny side of everything and make your optimism come true.
- To think only of the best, to work only for the best, and to expect only the best.
- To be just as enthusiastic about the success of others as you are about your own.
- To forget the mistakes of the past and press on to the greater achievements of the future.
- To wear a cheerful countenance at all times and give every living creature you meet a smile.
- To give so much time to the improvement of yourself that you have no time to criticize others.
- To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

## Mission Statement

By providing hope and positive vision, Optimists bring out the best in youth, our communities and ourselves.

## Vision Statement

Optimist International will be recognized worldwide as the premier volunteer organization that values all children and helps them develop to their full potential.

## Purposes of an Optimist Club

- To develop optimism as a philosophy of life, utilizing the tenets of the Optimist Creed;
- To promote an active interest in good government and civic affairs;
- To inspire respect for the law;
- To promote patriotism and work for international accord and friendship among all people;
- To aid and encourage the development of youth, in the belief that the giving of one's self in service to others will advance the well-being of humankind, community life and the world.

## Optimist International Motto/Logo

Motto: *"Friend of Youth"*

Marketing/Branding Logo: *"Bringing Out the Best In Kids"*

