

Back in Balance Promotion

Stability Today. Momentum Tomorrow.

Optimist International and its Growth Committee want to help Clubs and Districts grow. We have established the **Back In Balance** Program to do just that.

What is it?

A program to encourage Clubs and Districts that have dropped below their October 1st number to replace those members and thereby get **Back In Balance**.

When does it start?

The recognition will be awarded monthly beginning with the month of April and will continue to the end of September.

What recognition will be provided?

Each month all of the Clubs that go from a negative membership to a net zero or more will be recognized by:

- Full listing of all Clubs Back in Balance
- Issuance of a Back In Balance digital badge
- Podcast video interview with selected President or Governor

How does this align with the Presidential Incentive Program?

- Merit Club requirements include having a Net + 0 membership relative to October 1 numbers. There are other non-growth factors in addition to this.
- Merit Districts are required to be at Net +10, but this program would recognize districts that “got to zero”

How can we help you grow?

Any Club may apply for a micro grant from the new Membership Growth Campaign. Click the QR code to complete the application form and you may receive funding up to \$250 to augment your social media growth campaign to find and sign up new Optimist members. Grants are available while funds last.

