

Georgia District of Optimist International Strategic Plan



OPTIMIST
INTERNATIONAL

Friend of Youth

Presented by the
Georgia District Strategic Planning
Committee
May 2007

Vision Statement

The Georgia District of Optimist International will be recognized as the premier volunteer organization in the state that values all children and families and helps them develop to their full potential.

Mission Statement

Our mission is to foster an Optimistic way of life through a network of Georgia members dedicated to the development of their full potential in order to provide service to the youth and the communities we serve.

Core Values

Our values are reflected in the tenets
of the Optimist Creed.

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.

Goals and Objectives

- Goal 1

Maximize the effective and efficient administration and operation of the Georgia District of Optimist International

- Desired Objectives

The Board of Directors will

- Evaluate the size and effective administration of the Georgia District.
- Effectively increase participation by membership at conferences and conventions
- Strive to reach and maintain communities throughout Georgia and instill our core beliefs into the citizenry
- Increase Financial Viability of the Georgia District

Goals and Objectives

- Goal 2

Grow to become a thriving, dynamic, progressive organization with members committed to the mission of providing ever-expanding service to the youth, the community and the world.

- Desired Objectives
 - A. Increase annual retention rate of members to 85% by September 30, 2008.
 - B. Increase total adult membership to 3500 by September 30, 2010.
 - C. Increase the number of Optimist Clubs with 25 members or more to 100 by September 30, 2010.
 - D. Increase the number of JOOI Clubs to 50 by September 30, 2010

Goals and Objectives

- **Goal 3**

Design and implement Optimist programs that will focus on realizing the vision of helping youth and families in the Georgia District

- **Desired Objectives**
 - A. Re-Brand and Re-Introduce traditional Optimist projects
 - B. Embrace new projects and promote them to other clubs throughout the state
 - C. Create a system of acknowledgements of achievements at the District, Zone, Club and member level
 - D. Develop and implement a program to encourage Georgia Optimists to actively participate in programs that will maximize the opportunity for self-development, service to youth, and community improvement.

Goals and Objectives

- Goal 4

Develop a standing long-term planning committee outlining goals and objectives of the Georgia District for years to come

- Desired Objectives

- A. Provide guidance in areas of marketing support for the district
- B. Update annually the goals and initiatives of the Georgia District and their adherence to the mission
- C. Provide continuity of governance of the Georgia District between administrations

Goals and Objectives

- Goal 5

Develop and implement a Strategic Marketing Plan to create statewide awareness of the Mission, Vision, and Core Values and provide positive support for the growth and sustainability of the Georgia District.

- Desired Objectives

- A. Support a consistent quality of promotional material by establishing a Marketing and Promotions Chair to support Georgia District efforts

Goal 1: Maximize the effective and efficient administration and operation of the Georgia District of Optimist International.

Objective A The Board of Directors shall evaluate the size and effective administration of the Georgia District .

- **Strategies:**
 - i. Governor-Elect will annually prepare, in consultation with members-at-large of his/her choosing, a zone re-alignment to allow for maximum efficiency for lieutenant-governors, consideration of budgetary limitations, travel allowances, club representation and Lt. Governor availability.
 - a. Realign zones down to 10 zones within 3 years
 - ii. Lt. Governors should be limited to 2 years consecutively
 - iii. Each zone will recommend 1-3 nominations for incoming Lt. Governors annually by March 1st.

Goal 1: Maximize the effective and efficient administration and operation of the Georgia District of Optimist International.

Objective B The Board of Directors will effectively increase participation by membership at conferences and conventions

- **Strategies:**
 - i. Within the 2008-2009 year, the Executive Board will prepare and submit a proposal to the delegates of the annual convention to reduce the number of conferences from three to two.
 - ii. Conferences will be held in January (awards) and May (youth contests); annual convention (training) will be held in September.
 - iii. There will be a planned function or functions for families inclusive of the member at every conference and at the annual convention
 - iv. At least one zone meeting needs to be a training for the zone area clubs and is required annually to be chaired by the zone Lt. Governor

Goal 1: Maximize the effective and efficient administration and operation of the Georgia District of Optimist International.

Objective C The Board of Directors will strive to reach and maintain communities throughout Georgia and instill our core beliefs into the citizenry

- **Strategies:**
 - i. Establish District Honors and Awards

Goal 1: Maximize the effective and efficient administration and operation of the Georgia District of Optimist International.

Objective D Increase financial viability of the Georgia District

- **Strategies:**
 - i. Provide district chairs with budgetary limits
 - ii. Essay, Oratorical, and CCDHH should financially break-even; Marketing and Promotion Chair will acquire 3 corporate sponsors, one for each event
 - iii. Junior World of Golf should include profit of 10%
 - iv. Four main event chairs are responsible for developing and meeting a detailed budget to show break-even and/or profit

Goal 2: The Georgia District of Optimist International will grow to become a thriving, dynamic, progressive organization with members committed to the mission of providing ever-expanding service to the youth, the community and the world

Objective A Increase the annual retention rate of members to 85% by September 30, 2008.

- **Strategies:**
 - i. Conduct a survey at every district conference and convention evaluating accommodations, food, training, family events
 - ii. Promote awareness of the Georgia District of Optimist International throughout the state by developing and implementing an active marketing plan. (Refer to Goal 5)

Goal 2: The Georgia District of Optimist International will grow to become a thriving, dynamic, progressive organization with members committed to the mission of providing ever-expanding service to the youth, the community and the world

Objective B Increase total adult membership to 3500 by September 30, 2010

- **Strategies:**
 - i. Develop a public relations/advertising plan with a designated budget amount
 - ii. Promote “Friend of Optimist” class of membership directly affiliated to Optimist International.
 - iii. Develop an ongoing membership recruitment program.
 - iv. Look for outside partners to co-sponsor other state wide events involving children and families

Goal 2: The Georgia District of Optimist International will grow to become a thriving, dynamic, progressive organization with members committed to the mission of providing ever-expanding service to the youth, the community and the world

Objective C Increase the number of Optimist Clubs with 25 members or more to 100 by September 30, 2010.

- **Strategies:**
 - i. Embark on a rigorous program to build new Clubs within assigned Districts and task the Builders accordingly.
 - ii. Engage the services of the Certified New Club Builders from Optimist International to assist in new club building efforts in areas not being served by our organization.
 - iii. Expand the Top Gun program to include club membership maintenance
 - iv. Promote distinguished president and Lt. Governor status for increasing a clubs membership from below 9 at start of year to above 25 by end of the year.
 - v. Embark on a program to build new College Clubs within assigned Districts and task the Builders accordingly.

Goal 2: The Georgia District of Optimist International will grow to become a thriving, dynamic, progressive organization with members committed to the mission of providing ever-expanding service to the youth, the community and the world

Objective D Increase the number of JOOI Clubs to 50 by September 30, 2010

- **Strategies:**
 - i. JOOI Club Chair will develop relationship with the Georgia Department of Education to obtain recognition as a way to promote civic values in schools
 - ii. JOOI Club administration and building training will be offered at District conferences and convention
 - iii. JOOI Governor is allowed podium time at all conferences
 - iv. JOOI Governor is allowed ex-officio membership on Executive Committee

Goal 3: Design and implement Optimist programs that will focus on realizing the vision of helping youth and families in the Georgia District

Objective A Re-Brand and Re-Introduce traditional Optimist projects

- **Strategies:**
 - i. Re-examine and reinvigorate the membership with the essay, oratorical and CCDHH projects
 - ii. Partner with other youth and family organizations and promote opportunities to hold traditional contests while at the same time exposing an ability to market with a proven organization designed to help kids
 - iii. Develop training at the district level designed for these traditional programs and how to hold them and promote them within the community

Goal 3: Design and implement Optimist programs that will focus on realizing the vision of helping youth and families in the Georgia District

Objective B Embrace new projects and promote them to other clubs throughout the state

- **Strategies:**
 - i. Develop an online repository of CPA entries
 - ii. Require 1 club specific project report in a format as designated by Activities Chair
 - iii. Provide annually, an opportunity for club project leaders to hold round-table discussions with other clubs throughout the state to promote their projects
 - iv. Invite fundraising organizations to participate in the Hall of Optimism at the Annual Convention

Goal 3: Design and implement Optimist programs that will focus on realizing the vision of helping youth and families in the Georgia District

Objective C Create a system of acknowledgements of achievements at the District, Zone, Club and member level

- **Strategies:**
 - i. Each local administration will set written, obtainable goals for service opportunities at the club level
 - ii. Once achieved, recognitions will be provided by the District in a timely matter.
 - iii. Acknowledge individual members by local club nomination and subsequent Governor's proclamation

Goal 3: Design and implement Optimist programs that will focus on realizing the vision of helping youth and families in the Georgia District

Objective D Develop and implement a program to encourage Georgia Optimists to actively participate in programs that will maximize the opportunity for self-development, service to youth, and community improvement.

- **Strategies:**
 - i. Encourage member participation in the PGI program through training at the zone and district level.
 - ii. Develop PGI information and feature PGI member recognition on the Georgia District website and District directory to encourage participation.
 - iii. Develop creative district incentives to encourage members to participate in the PGI program.
 - iv. Insure that appropriate recognition systems are in place throughout the District to reward achievement in the PGI program.

Goal 4: Develop a standing long-term planning committee outlining goals and objectives of the Georgia District for years to come

Objective A Provide guidance in areas of marketing support for the district

- **Strategies:**
 - i. Conduct annual survey regarding the district memberships interests and demographics

Goal 4: Develop a standing long-term planning committee outlining goals and objectives of the Georgia District for years to come

Objective B Provide updates annually to the goals and initiatives of the Georgia District and their adherence to the mission

- **Strategies:**
 - i. Establish a Long Range Planning Committee
 - ii. Design a working document titled “Georgia District 5 Year Plan” to be submitted annually to the Governance Committee from the Long Range Planning Committee consisting of 6 members serving staggered two year terms appointed by the Governor.
 - iii. Provide an annual update to the 5 year plan at convention
 - iv. Provide the incoming administration guidance in areas of weaknesses or possible shortfalls to stated goals in the 5 year.

Goal 4: Develop a standing long-term planning committee outlining goals and objectives of the Georgia District for years to come

Objective C Provide continuity of Governance of the Georgia District between administrations

- **Strategies:**
 - i. Re-establish a Governance/Finance Committee with membership restricted to immediate past Governor, Governor Elect, immediate past Secretary/Treasurer, Secretary/Treasurer Elect, Convention Chair and finance chair.
 - ii. Committee will be charged annually with maintenance of District budget and policies
 - iii. Committee will make formal presentations annually at the first conference of the year and subsequently as needed
 - iv. Committee will communicate all District policies and By-laws to membership

Goal 5: Develop and implement a Strategic Marketing Plan to create statewide awareness of the Mission/Vision and Core Values and provide positive support for the growth and sustainability of the Georgia District.

Objective A Support a consistent quality of promotional material by establishing a Marketing and Promotions Chair to support Georgia District efforts.

- **Strategies:**
 - i. Chair will provide marketing methods that support clubs and zones.
 - ii. Chair will work with Clubs to develop marketing methods if they so desire.
 - iii. An ample budget will be provided to the chair for District marketing efforts
 - iv. Promote the marketing plan and develop a resource library of marketing ideas on the Georgia District website to support Clubs.