

GATEWAY DISTRICT OF OPTIMIST INTERNATIONAL SYNOPSIS OF DISTRICT COMMITTEES

“The future belongs to those who believe in the beauty of their dreams.” –*Eleanor Roosevelt*

“One important key to success is self-confidence. An important key to self-confidence is preparation.” –*Arthur Ashe*

Lieutenant Governor

The Lieutenant Governor is second only to the Governor in the District administration and is expected to provide leadership, guidance and motivation to Clubs in a particular Zone. The Lieutenant Governor, along with the Governor, is responsible (in the Recognition Program) for the collection of Club dues.

The Lieutenant Governor is the key representative of Optimist International and the District administration and is expected to promote Club participation and achievement in District and Optimist International programs.

To prepare a Lieutenant Governor for these responsibilities, each District should conduct an annual Lieutenant Governors-Elect Conference prior to the opening of the District Convention. It should be attended by all Lieutenant Governors-Elect.

Zones

A Zone is simply a group of Clubs served by the same Lieutenant Governor. It does not have officers or directors, does not have legislative authority, may not conduct activities, and may not collect dues or raise money.

Zones are geographical subdivisions of Districts in which Clubs are assigned to Lieutenant Governors for the purpose of personal communication and service.

Number of Clubs

A Lieutenant Governor's effectiveness is directly affected by the number of Clubs in the Zone, their meeting schedules and the distance between Clubs and the Lieutenant Governor's home. Zones with few Clubs may find Clubs spread far apart, while larger Zones will probably find the reverse situation.

It must be recognized that a Lieutenant Governor is serving in a volunteer capacity, and has family and business obligations. Excessive demands upon a volunteer officer weaken the position and limit the availability of qualified individuals.

Zone Boundaries

Zone boundaries should be created on a clearly defined geographical basis with respect to mileage and number of Clubs. County lines, city limits, and even streets may be employed as boundaries. Generally speaking, the larger the geographical area, the smaller the number of Clubs in that Zone.

Zone realignment is often necessary because of growth, and it must be accomplished objectively. Zoning should not be handicapped by outmoded traditions or individual Club preferences. All territory within the District should be assigned to a Zone. **Zone alignments for an administrative year must be made prior to October 1.**

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Duties Pertaining to Clubs

Maintain close, personal contact with the President and Secretary-Treasurer of each Club in the Zone.

Conduct an Annual Club Planning Conference for each Club, completion required on or before November 15. File the report with District Secretary-Treasurer.

Make the Club visitation between April 1 and July 1 and file report with the District Secretary-Treasurer.

Make other Club visits as necessary. The purposes of visitations are:

- To learn the condition of Clubs in order to provide needed counsel. The Lieutenant Governor is the Optimist International official responsible for direct Club contact, and is the best person to provide this service.
- To encourage greater community service and development through
 - participation in International programs.
- Advise Club Officers on recommended administrative procedures and service activities. The Lieutenant Governor must know Club operations as presented in official Club material and adhere to official Club procedures and organizational patterns.
- Encourage and advise Clubs on how to achieve International recognition. In this way, the Lieutenant Governor's own recognition is assured.
- See that the Clubs file necessary reports on time.
- Accept personal responsibility for adequate representation from each Club at District and Zone meetings and International and District Conventions.
- Support and maintain close contact with all sponsors of new Clubs.
- Aid new Clubs in the inauguration of sound, recommended community service projects, membership building and effective administration.
- Plan, schedule and conduct Zone meetings. Zone meetings should motivate and train Club leaders.
- Work closely with the International Membership Department, Awards Department and the Governor to help Clubs in the Zone. The Lieutenant Governor is uniquely equipped to help Club officers overcome inactivity and take remedial measures.

Duties Pertaining to the District and to Optimist International

Submit reports on time:

- Annual Club Planning Conference
 - Club Visitation
 - Z o n e M e e t i n g • Annual Club Review.
- Plan and conduct Zone Oratorical Contest.
 - Attend leadership training sessions at District meetings and International and District Conventions.
 - Serve as a member of the District Board; attend District Board meetings.
 - Assist the Governor.
 - Maintain effective liaison with District Chairs and represent them at the Club level.
 - Serve as an Optimist International (and District) ambassador to Clubs in the Zone.

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- Keep well informed on District and International policies, dues, procedures and recognition.
- Ensure at least one new Club and one new JOOI Club sponsorship by a Club in the Zone. Strive to make the programs of Optimist International effective within the Zone.

Leadership Development

The Lieutenant Governor must make sure all Club leaders in the Zone participate in the educational programs offered by Optimist International and the District. Maximum attendance should be promoted at:

- Presidents-Elect Conference to be held at the District and International Conventions.
- Club Secretary-Treasurers Designate Conference at District and International Convention.
- Club leaders workshops at the International Convention.

Lieutenant Governors contribute greatly to effective Leadership Development by identifying Club leaders who fail to attend leadership training events at the District Convention. **The Lieutenant Governor should be able to brief absentees on topics appearing on the curriculum following these events, and obtain the specific curriculum from the current Governor-Elect.**

Counseling with Clubs

Each Lieutenant Governor must visit each of the Clubs twice during an administrative year. To attain Distinguished Lieutenant Governor status it is necessary to conduct an Annual Club Planning Conference and a Club Visitation. The ACPC report must be filed within 30 days of the meeting and completion is required on or before November 15. The Club Visitation should be held between April 1 and July 1 and should also be filed within 30 days of the meeting. One Zone meeting per quarter, with reports to be filed, should also be conducted during the administrative year.

Normally, these visits should suffice. However, a Lieutenant Governor may wish to visit Clubs for special events such as a Club anniversary or installation of officers. Reports should also be filed on visits made to assist a distressed Club.

The Lieutenant Governor should plan visitation dates in advance with Club Presidents. "Surprise" visits are usually not as effective, but may be used where District Officers feel a surprise visit might provide a more realistic picture of the Club's condition.

Regardless of the reason for the visitation, the Lieutenant Governor should be as enthusiastic as possible. Enthusiasm is often the key to stimulating others into action. An energetic officer can overcome apathy and inertia in a Club by challenging members to strive for goals never before achieved.

These visitations are opportune times for Lieutenant Governors to discuss or check on the following:

- Submission of required Club reports to the District and Optimist International. If necessary, the visiting officer may assist in the preparation of a report which is due. **Note: All Club reports must be signed by Club officers. Encourage observance of deadlines.**
- Any delinquency in payment of District or International dues.
- Attendance at Zone, District and International meetings, Conferences and Conventions. Attendance provides maximum benefits of affiliation.

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- Encourage use of and explain services offered by Optimist International. Clubs should be encouraged to write Optimist International for aid on administrative and activity ideas and problems.
- Promote Club participation in activities recommended by Optimist International for maximum service to community.
- Urge Club Officers to participate in all leadership training opportunities offered by Optimist International and District.

DISTRICT ACHIEVEMENT & AWARDS (A&A) CHAIR

PURPOSE: To conduct a fun, fair competition for Clubs that reflects quarterly achievement toward Optimist Organizational goals.

PERSONNEL: Committee Chair should have a disposition for gathering detailed information from computer and Club reports. Use of electronic spreadsheet software is helpful. Quarterly reports should be given in a fun, enthusiastic, game-like format.

DUTIES/RESPONSIBILITIES:

- To promote an interest in the recognition programs to the Club's leadership.
- To inspire a spirit of competition and achievement to the Club membership.
- To work with the Governor and the established International A&A Program with extra points categories that can strengthen the District's objectives.
- To make quarterly reports to the members on Club, Zone, and District Progress (District Web-site, Newsletters, Email, etc).
- Be visible at District Conferences with information table, standings lists, games, etc.
- Sample A&A program ideas can be found in the Recognition Handbook.

ACTION PLANS: Work with the District Governor to finalize the District A&A

DISTRICT ACTIVITIES CHAIR

PURPOSE: To promote the participation by member Clubs in all of the youth-serving and community-serving projects sponsored by Optimist International.

Supervisory option: To coordinate and report to the Governor on all of the efforts of the various District Activity Chairs such as CDDHH, Oratorical, OIJGC, Tri-Star, etc.)

PERSONNEL: Committee members who have a working knowledge of the many diverse programs offered throughout the year. The Committee should consist of 3-6 members, representing geographical and operational needs.

DUTIES/RESPONSIBILITIES:

- To promote Club participation in the three major areas of Optimist International Projects, namely Childhood Cancer Campaign, Oratorical, Essay and CCDHH (scholarship award) Contests, and the Optimist International Junior Golf Competition.
- To promote the Club participation of Community Projects Award (CPA) entries
- To judge entries (panel) to select winners
- For sharing with other Clubs (web-site or newsletters)
- For entry into the International CPA competition • To promote the annual Youth Appreciation program.
- To promote the Respect for Law/Non-Violence programs (and to emphasize the participation of children and youth in those programs).

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- To provide activity display tables, informative roundtable discussions and motivational presentations/skits to the members and Club leadership at the quarterly District Conferences.
- To make regular reports to the members on forthcoming project opportunities utilizing the District Bulletin, District Web-site, email or other methods.

ACTION PLANS: As a Committee, urge Club leadership to develop an action plan for club activities throughout the year. In addition suggest that the Clubs become familiar with their own communities' needs, and focus on program activities that will help meet those needs.

District Bulletin Editor

PURPOSE: To deliver communications to the membership of the District, as information is the lifeblood of any organization. Consider publications for three groups: Members, Club leaders and District leaders.

PERSONNEL: An editor should be positive in the way he or she writes, as well as being creative in style. Use of a lot of pictures is essential. Knowledge of publishing software is helpful.

DUTIES/RESPONSIBILITIES:

- Publish the District bulletins: consider Member, Club leaders and District leaders publications (monthly or quarterly).
- Encourage Clubs to share their bulletins with their Members as well as other District and Club officers. Keep an up-to-date listing of Club websites with links to the District website, if applicable.
- Promote and administer a Club bulletin contest.
- Be visible at District Conferences with samples of Club bulletins, additional copies of District bulletins, etc.

ACTION PLANS: As editor/webmaster, urge Club leadership to develop and publish a Club bulletin and/or Club website.

DISTRICT CHILDHOOD CANCER CAMPAIGN (CCC) CHAIR

PURPOSE: To encourage involvement and assistance with children with cancer and their families by facilitating Member and Club participation in the CCC throughout the District.

PERSONNEL: Committee members who have a willingness to serve in this emotionally charged program. The Committee should consist of a minimum of 3 members. If possible, they should represent a good geographical distribution of the District.

DUTIES/RESPONSIBILITIES:

- To promote the Club/Zone participation in a childhood cancer program
- To seek out opportunities to interact with children with cancer and their families, providing positive reinforcement and support.
- To meet with local providers like hospitals, clinics, etc., to determine where member Clubs might be able to provide support.
- To offer informative presentations to the members and Club leadership at the quarterly District Conferences.

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- To make regular reports to the members on upcoming project opportunities utilizing the District Bulletin, at District Quarterly Conferences and in District Web-site.
- To disseminate CCC information from Optimist International to Clubs and District leadership.
- To assist in the development, promotion and coordination of a District-wide CCC project related to service or fundraising.

ACTION PLANS: As a Committee, urge Club leadership to seek out opportunities to serve children with cancer and their families. In addition suggest that the Clubs become familiar with the communities' programs already in existence for childhood cancer, and seek out ways to enhance those programs through Club involvement.

DISTRICT COMMUNICATION CONTEST FOR THE DEAF AND HARD OF HEARING (CCDHH) CHAIR

PURPOSE: To promote Club participation in the Communications Contest for the Deaf and Hard of Hearing and to conduct a District Competition.

PERSONNEL: Chair should have an understanding of the program, and a passion for the work that is being done, as well as the need that exists with the youth that qualify for this Contest. The ability to reach the maximum number of contestants would be an asset. The Committee could consist of from 2-3 members, representing a good geographical distribution of the District.

DUTIES/RESPONSIBILITIES:

- To promote the CCDHH Contest at District Quarterly Conferences and in District publications and District Website.
- Seek out deaf and hard of hearing students and promote the program directly to them.
- Be visible at District Conferences with CCDHH information, topic, etc.
- To seek out hearing students to learn rudimentary sign language to act as companions to the contestants during the Contest weekend.
- To submit the Winner's Information Form, Zone/District Entry Form, typed presentation and audiogram results to Optimist International by June 15.
- To submit the CCDHH evaluation form to Optimist International.

ACTION PLANS: As Chair, invite club leadership to conduct a local CCDHH contest, or otherwise sponsor a youth from one of the schools supporting deaf and hard of hearing students into a District Contest if the number of participants are limited at the local level.

DISTRICT CLUB FITNESS CHAIR

PURPOSE: To aid and assist member Clubs, connecting them with resources that can build strength and stability. To identify and assist Clubs in danger of revocation or disbandment.

PERSONNEL: The Committee Chair should be an experienced Optimist member who is a past Lieutenant Governor and can access a variety of Optimist resources. The Chair should have good listening skills and work with patience and understanding. The Committee could consist of three members, each serving three-year, staggered terms to insure continuity, and geographic representation in the District.

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DUTIES/RESPONSIBILITIES:

- To promote strong Club administration
- To connect Clubs with resources:
- Club assistance display/info table at District Conferences
- Teach Clubs how to access Optimist information
- To provide District skits showing how small Clubs can become mighty
- To identify Clubs “at-risk” and coordinate District programs to strengthen them. (Renaissance, Re-building, etc.)
- Tracking: to record progress toward Honor and Distinguished Club and Zone achievement (spreadsheet coordinate with A&A chair)

ACTION PLANS: As a Committee, urge Club leadership to develop an action plan for improving Club administration, enhancing programs at Club meetings, and establishing positive growth programs all as part of sustaining strong Club operations

Convention Ambassadors

The Convention Ambassador, shall promote the attendance to Optimist International’s Annual Convention. Following is an overview of functions.

- Ambassadors are required to attend the International Convention.
- Are expected to give a presentation at the first, second and third quarter district meetings.
- Will be asked to work several hours during the convention at the Registration Packet Pick-Up Desk.
- Optimist International will provide a special ribbon for designation to wear at each of the district quarterly meetings.
- Submit monthly articles to District Bulletin Editor.
- Before the first quarter meeting, each Ambassador will receive a promotional kit, which will include brochures, registration forms, housing forms, logo sheets, a tentative agenda, and a promotional video.
- A monthly Ambassador Advocate Newsletter will be developed to supply the Ambassadors with information to help sell the convention and keep them updated of changes and any new information regarding the convention.
- Ambassadors to be recognized during the Old Timers’ Breakfast at the International Convention
- Invited to attend the International President’s Reception at the convention.
- Ambassadors receive an opportunity to compete for one of three prizes to be awarded during the Old Timers’ Breakfast at the International Convention. To receive the award, Ambassadors must achieve one of the following goals, based on advance registrations from your district. The home district of the convention is not eligible for these awards due to the “home court” advantage.
 1. Highest percentage of club presidents-elect pre-registered.
 2. Highest percentage of clubs pre-registered.
 3. Largest number of people in attendance

DISTRICT CANDIDATE QUALIFICATIONS CHAIR

PURPOSE: To proactively encourage, qualify and nominate capable Governors and

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Lieutenant Governors to seek office. The future of the District lies in the ability to attract top-quality officers.

PERSONNEL: The committee is composed of the Governor Elect, the two most immediate and available Past Governors and two members appointed for one year terms by the Governor. Demographic and geographic representation is desirable.

DUTIES/RESPONSIBILITIES:

- To proactively encourage and solicit outstanding district officer candidates
- Governor (prior to July 1st)
- Lieutenant Governors (prior to April 1st)
- Committee members can personally interview prospective candidates as to opportunities, job descriptions, experience and strengths.
- To work closely with the District Leadership Development Committee to cultivate future leaders.

ACTION PLANS: As a committee, make a concentrated effort to plan, organize and carry out effective recruitment strategy for obtaining the best candidates.

DISTRICT DIRECTOR OF PERSONAL GROWTH

PURPOSE: To promote Optimist International's Personal Growth and Involvement (PGI) program.

PERSONNEL: The Committee should consist of 3-4 members including the Chair. Members of this Committee should be committed to the PGI program and willing to lead by example representing a good geographical distribution of the District if possible.

DUTIES/RESPONSIBILITIES:

- To encourage Club participation in the PGI program
- To make copies of the passport available to Club Directors of Personal Growth for further distribution.
- To offer periodic presentations of the Skills Development Modules to the attending membership at Quarterly meetings.
- To provide an information table for the quarterly District conferences.
- To work with tracking records of Club and individual PGI levels.

ACTION PLANS: As a Committee promote the PGI Program to Clubs and Club Members, as well as the use of Skills Development Modules.

DISTRICT ESSAY CONTEST CHAIR

PURPOSE: To promote Club participation in the Essay Contest. Conduct an annual District Essay Contest.

PERSONNEL: Committee should consist of members that have an interest in growing the Contest by reaching out to those areas not currently being served by this Contest. The Committee can consist of as many members that are interested. It provides a terrific opportunity to get membership involved at the district level. Members should represent a good geographical distribution of the District.

DUTIES/RESPONSIBILITIES:

- To promote the Club's involvement in the Essay Contest through District bulletins, District Website and email.

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- To offer information tables about the Essay Contest to the members and club leadership at the quarterly District Conferences.
- To select and supervise the District jury and judging of the Essay Contest following the entry deadline of February 28.
- To submit the District's winning entry, District Entry Form, Winner's Information Form and a copy of the birth certificate to the International office no later than April 15 for consideration.
- To recognize the District winner and publicize the winning entry through bulletins, email and District website.

ACTION PLANS: As a Committee, urge Club leadership to develop a planned program of conducting the Essay Contest annually.

DISTRICT FINANCE CHAIR

PURPOSE: To review financial operations the District and give interpretations and opinions of District financial health and status to the Executive Committee. To coordinate annual District audits.

PERSONNEL: The Chair should be knowledgeable about the District financial operations, standard accounting procedures and responsibilities of the Secretary-Treasurer. Honesty and non-political candor is essential. This three-member rotating Committee should have staggered terms to insure continuity in accordance with the Constitution and Bylaws.

DUTIES/RESPONSIBILITIES:

- Works with the Governor and Secretary-Treasurer to prepare the annual budget and ensure that it is adhered to during the fiscal year.
- To act as the agent responsible for all fiscal policies, banking practices, billing procedures, periodic financial reports, expense accounts and the annual review of the District.
- To provide assistance to enable the orderly and prompt transition from one Secretary-Treasurer to another at the beginning of each fiscal year.
- At the First Quarter Conference the Finance Chair should give summary opinion of the net financial outcome of the previous administration. *

*Note: New Lieutenant Governors are not in a position to understand the multiple dynamics and implications of financial reports. Finance Chair should:

- Give a short orientation at 1st Executive Committee meeting
- Tell financial net gain/loss from previous administration (use a formula reflecting outstanding receivables/payables)
- Keep a record or chart showing net effects of past 5 or 10 years
- This is not to embarrass anyone but to utilize peer-accountability

ACTION PLANS: As a Committee Chair, urge District leadership to act in a fiscally responsible manner, and to maintain the integrity of the District budget. What is going to be done?

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DISTRICT FOUNDATION REPRESENTATIVE

PURPOSE: To seek funds from members, Clubs and businesses for the Optimist International Foundation and Optimist International Foundation of Canada.

PERSONNEL: The District Foundation Representative (DFR) should be someone who is comfortable raising money, supports the Foundation financially, and who is dedicated to the purposes of the Foundation. The District Governor may make a recommendation to the President-Elect for appointment, however, all final appointments are made by the President-Elect of the Foundations.

DUTIES/RESPONSIBILITIES:

- Encourage Club Foundation Reps to actively participate in Foundation promotions and Club giving.
- To act as the facilitator in fund-raising activities at the District Level.
- To provide an information table and effective award presentations at the quarterly District Conferences and Club events.
- To work with tracking records of Club and individual Donor contributions and encourage contributions rising to the next highest level.
- To make regular reports to the members on Club and District fund-raising efforts utilizing the District Bulletin, District web-site, email or other methods.
- Visit Clubs throughout the District to illustrate programs in place for their benefit.
- Educate members in the District through quarterly presentations. Make members aware of the purposes and functions of the Optimist International Foundations.

ACTION PLANS: As a Committee, urge individual and Club participation by promoting the appointment of a Club Foundation Representative and to become actively involved with the Optimist International Foundation.

DISTRICT JOI CHAIR/COMMITTEE

PURPOSE: To grow the District with more JOI kids serving kids.

PERSONNEL: Committee members who relate well with kids and can empower them, also have a sense of enthusiasm for dedication to growth. Committee is made up of three rotating adults who have experience with kids.

DUTIES/RESPONSIBILITIES:

- To mentor the JOI Governor and officers.
- To encourage growth and building new Clubs.
- To promote and conduct one District JOI Convention (usually 3rd quarter).
- To promote and send JOI kids to the International JOI Convention.
- To assist in building rosters and communicate with District JOI Clubs.
- Be visible at District Conferences with kids at info table, pledge, etc.
- Quarterly written reports to Governor.

ACTION PLANS: Encourage Chair to write a plan for every goal showing:

DISTRICT LEADERSHIP DEVELOPMENT CHAIR

PURPOSE: To plan, promote and conduct the training of Club and District leaders making them more effective leaders. To cultivate and encourage future Optimist leaders.

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PERSONNEL: Good teaching skills are important for members of this Committee. A dedication to seeking quality presenters and a variety of topics is important. The Committee shall consist of four members, one serving a three year term, one serving a two year term, one serving a one year term and one being the Governor-Elect. In addition the Committee should consist of not more than two qualified past District leaders (i. e. Past Governor or Past Lieutenant Governor) and at least one qualified Past President.

DUTIES/RESPONSIBILITIES:

- To plan, promote and conduct the training at:
- District Convention for Presidents-Elect, Lieutenant Governors-Elect, and Club Secretary-Treasurers-Designate
- District Quarterly Conferences for leaders and members
- To promote forthcoming training events utilizing the District Bulletin, email, District Web-site or other methods.
- To work closely with the District Candidate Qualification Committee to seek the best qualified candidates for District Offices.

ACTION PLANS: As a Committee, make a concentrated effort to plan, organize and carry out effective pre-service and in-service training opportunities.

DISTRICT CONFERENCE & CONVENTION CHAIR

PURPOSE: To plan, promote and conduct the District Conferences and the Annual Convention.

PERSONNEL: Committee should be good at foreseeing attendees' needs, taking care of details and having knowledge of meeting dynamics. This rotating Committee (Constitution & Bylaws) should consist of from 3-6 members serving three-year, staggered terms to insure experience and continuity.

- Chair (arrangements)
- Registration Coordinator
- Entertainment Coordinator
- Host Area Liaison

DUTIES/RESPONSIBILITIES:

- To plan and supervise all arrangements, programs, budgets, entertainment, promotion, financing and fees for all conferences and annual convention.
- To prepare and publish registration forms and programs.
- To make recommendations to the District Board of Directors on the selection of future Conference and Convention sites and dates.
- To promote attendance to leaders and members on conferences and convention utilizing the District Bulletin, District Web-site, email or other methods.

ACTION PLANS: As a Committee, meet with the Governor at least nine months in advance of the convention and appoint necessary Sub-Committees or Sub-Chairs.

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DISTRICT MEMBERSHIP CHAIR

PURPOSE: To cause membership growth in the District by teaching programs, conducting promotions and encouraging recruitment by members and Clubs.

PERSONNEL: Committee members should be highly motivated toward growing Optimism. They should be go-getters with good people skills. The Committee should consist of from 3-6 members, representing a good geographical distribution of the District.

DUTIES/RESPONSIBILITIES:

- To promote the active recruitment of new members by members and Clubs.
- To give effective membership presentations at District and Zone meetings.
 - • Skits demonstrating the need for recruitment
 - • Roundtables: “Recruitment, Induction, Maintenance and Attendance”
 - • Promotional items to encourage members to “ask” others to join
- To make regular reports about membership utilizing the District Bulletin, District Web-site, email or other methods.

ACTION PLANS: As a Committee member, set an example by personally sponsoring new members. In addition, urge Club leadership to participate in the international growth programs and to develop an action plan for membership programs on their own. Consider Quarterly District Promotions

DISTRICT NEW CLUB BUILDING CHAIR

PURPOSE: To encourage and assist in building new Optimist Clubs within the District.

PERSONNEL: The Chair should be an experienced new Club builder. The Committee should be out-going proactive people who enjoy building. The Committee should consist of from 3-6 members having experience or an interest in learning how to build Clubs. If possible, members should represent a good geographical distribution throughout the District.

DUTIES/RESPONSIBILITIES:

- To develop and implement a New Club Building plan in conjunction with the Governor.
- To be personally involved in building at least one new Club during the first quarter.
- To work directly with Lieutenant Governors, Club Presidents, and other key builders in getting started, getting un-stuck and finishing new Club building efforts.
- To offer inspirational skits and presentations at District conferences. To offer educational workshops on how to build new Clubs.
- To make regular reports about new Club building utilizing the District Bulletin, District Web-site, email or other methods. Use lots of charts, graphs and visible tools.

ACTION PLANS: As a Committee member, become personally involved in a new Club building effort in the District. In addition, urge Club leadership to participate in development of an action plan for new Club building programs on their own.

DISTRICT JUNIOR GOLF CHAMPIONSHIPS CHAIR

PURPOSE: To plan, promote and conduct the District Junior Golf Tournament. To increase participation in local and International OIJGC.

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PERSONNEL: The Chair should enjoy the sport of golf and like working with kids. They should be highly motivated, task oriented, and responsible. The committee should consist of 3-6 members, representing a good geographical distribution of the District.

DUTIES/RESPONSIBILITIES:

- To promote the Club participation in the OIJGC by holding qualifying tournaments and sending entrants to the District contest.
- To act as the District's chaperone for the contestants representing the District at the OIJGC tournament.
- To develop innovative and creative ideas to make the District qualifying tournament fun for the participants and successful as a fund-raising event to raise monies to send the contestants to the OIJGC tournament.
- To offer informative and motivational presentations to the members and Club leadership at the quarterly District Conferences.
- To promote forthcoming OIJGC opportunities utilizing the District Bulletin, District Web-site, email or other methods.

ACTION PLANS: As Committee Chair, urge Club leadership to develop an action plan to include an OIJGC qualifying event at the Club level, or otherwise sponsor a contestant into the District tournament.

DISTRICT ORATORICAL CONTEST CHAIR

PURPOSE: To plan, promote and conduct the annual District Oratorical Contest Finals at the Third Quarter Conference. To encourage local contests by member Clubs and assist Lieutenant Governors in the planning for the required Zone Contests.

PERSONNEL: The Chair should be knowledgeable about the Optimist Oratorical Contest and be a task oriented, responsible person. Committee members should have an interest in kids and building confidence through public speaking. A good geographical distribution could help with Regional Contests and Club promotion.

DUTIES/RESPONSIBILITIES:

☐ To promote the Club's involvement in the Oratorical Contest.

- To promote the early planning of the Zone Contests and assist the Lieutenant Governors with their individual planning.
- To conduct the District Oratorical Contest in the manner established by Optimist International.
- To be responsible for ordering the official Contest awards for presentation at the District finals.
- To make regular reports to the members and member Clubs on the Oratorical Contest utilizing the District Bulletin, District Website, email or other methods.
- To offer informative presentations and fliers about the Oratorical Contest to the members and Club leadership at quarterly District Conferences.
- To secure qualified judges, timekeepers, and moderators for the preliminary and final Contests at the District level.
- To submit the Zone/Regional/District Entry Form, copy of the speech, Winner's Information Form and a copy of the birth certificate for all District winners by July 15.

ACTION PLANS: As a Committee, urge Club leadership to develop a planned program of conducting the Oratorical Contest annually.

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District Public Relations Chair

PURPOSE: To assist in spreading the word of Optimism as a positive-minded youth service organization and to enhance the image of Optimism.

PERSONNEL: Experience in news or public relations is beneficial. Computer skills are essential. Being

a good photographer is also helpful. As a rotating Committee, it is recommended that the Committee

consist of between three and six Members, each serving three-year, staggered terms to ensure continuity at the District level.

DUTIES/RESPONSIBILITIES:

- To continually contact District media outlets about ongoing District-wide service projects such as the Essay, Oratorical and CCDHH Contests, Childhood Cancer Campaign (CCC) and Optimist International Junior Golf Championships
- To write news releases about the winning CPA Project for distribution to the media
- To be visible at District Conferences with information tables, roundtable discussions and sample public relations aids to assist Clubs with local publicity
- To encourage Clubs to step up marketing efforts by requesting a Club Marketing/PR Kit from Optimist International
- To encourage member Clubs to submit news releases to their local news media, to the District newsletter and to *The Optimist* magazine
- To promote and distribute public service announcements (audio PSAs on CD, available from Optimist International) to local radio stations in the District
- To write news releases about and arrange local media interviews with official Optimist representatives during District visits (i.e. President, Vice President, Governor, etc.)
- To write and distribute news releases for Honor and Distinguished Clubs to their local newspapers (optional)
- **RESOURCES:** Several resources are available in the Marketing section of the Optimist International website at www.optimist.org.
- Club Marketing/PR Kit – Clubs can also request a kit by e-mailing programs@optimist.org. They must provide their Club number and a mailing address. Limit one kit per Club.
- Optimist Logos – Download high-res and low-res versions of many popular Optimist International logos.
- Radio Public Service Announcements – Download specific audio public service announcements. For a complete CD of PSAs, please contact the International Office at (800) 500-8130 or • communications@optimist.org.
- Public Relations Training Guide

ACTION PLANS: Urge Club leadership to promote Optimism at the local level through publicity.

DISTRICT SUPPLY CHAIR

PURPOSE: To provide a table for sales of Optimist supplies and Club administrative tools. To encourage the use of Optimist supplies as a marketing tool to members, member Clubs, and the public.

GATEWAY DISTRICT OF OPTIMIST INTERNATIONAL

SYNOPSIS OF DISTRICT COMMITTEES

PERSONNEL: The Chair should enjoy sales and talking with people. The Chair should be responsible with finances.

DUTIES/RESPONSIBILITIES:

- To promote Optimist International's supply line available from optimistsupply.com, 1-855-664-3506.
- To promote and host a District House of Optimism for the sale of supplies
- To host a supply table at District Conferences for members to purchase supply items and administrative tools. Offer informative and motivational presentations to the members and Club leadership at the quarterly District Conferences about new developments in the supply line.

ACTION PLANS: As a Committee, urge Club leadership to use official Optimist supplies in promoting Optimist Club projects, for items of recognition for the projects, and for use of official logo crested clothing to be worn by members.

District Webmaster

PURPOSE: To provide an effective communications tool for the membership of the District, as information is the lifeblood of any organization.

PERSONNEL: A webmaster should be able to provide helpful information to the District membership and portray District activities and progress in a positive manner. Knowledge of website administration is essential.

DUTIES/RESPONSIBILITIES:

- Maintain the District website and update the website as needed.
- Keep an up-to-date listing of Club websites with links to the District website. Pass along to the International Office any changes to Club website addresses.
- Promote and administer a Club website contest.
- Be visible at District Conferences and pass out promotional items with the District website address clearly displayed.

Hospitality Chair

PURPOSE: To provide a friendly and inviting environment for the Governors Hospitality Suite.

PERSONNEL: Chair and one other member.

DUTIES/RESPONSIBILITIES:

- Set up and make ready the Hospitality suite for each conference/convention prior to the close of each venue.
- Work with local club to help sponsor any refreshments and snacks for Hospitality Suite
- Purchase and secure the refreshments and snacks needed to create a hospitable relaxing environment. Turn in for expense reimbursement.
- Clean up, removal and putting away all items that may be perishable to maintain safe and clean food practices.

GATEWAY DISTRICT OF OPTIMIST INTERNATIONAL SYNOPSIS OF DISTRICT COMMITTEES

Parliamentarian

PURPOSE: To ensure conventions and conferences follow proper protocol and Roberts rules.

PERSONNEL: Experienced Optimist Leader familiar with Parliamentary rules.

DUTIES/RESPONSIBILITIES:

Attend all District Conference and Convention and ensure that respect and control is consistent.

Photographer

PURPOSE: To take photos during the conventions and events for publish into any advertising, marketing or for individual wants

PERSONNEL: Photo savvy person experienced in different photography methods.

DUTIES/RESPONSIBILITIES:

Attend all District Conference and Convention and venues for the sole purpose of taking photos for the Georgia District.