

Important Reminders!

DO:

- Greet the potential member with enthusiasm.
- Prepare an introduction in your own words that is approximately 10-15 seconds long. Use examples provided in the “How To Answer” section.
- Practice makes perfect! Practice your introduction so you are comfortable with it.
- Let the prospect’s answers and questions guide the conversation.
- At the end of your conversation give the potential member an application and information about your club. Invite them to an activity or meeting. If you feel they are ready to sign-up, don’t delay! Invite them to complete an application (and pay application fee).

REFRAIN FROM:

- Beginning your conversation by talking about your club and all the projects it does. That will come later.
- Pressuring the potential member to join. Let them guide you to their interests. However, do give them an application and invite them to join.

How to Answer!



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How to Answer!

If you are not sure what to say when someone asks, then do the following:

STEP 1.

Begin your answer by saying something similar to one of the following:

- How would you like to make a difference in the life of a child?
- How could you make your community a better place to live?
- How would you like to volunteer your time to give back to your community and help others?
- When you were a child, how did an adult make a difference in your life?
- How would you like to be a force of positive change in your community?

STEP 2.

Give the prospect time to respond.

STEP 3.

Respond with something similar to this:

My name is _____ and I am a volunteer with Optimist International. We are a community-based service organization here in town. We serve the youth by being Optimistic. We provide programs and projects that can change the life of a child.

There are many opportunities to make a difference in a child's life. I can promise you that you will get more out of your service than you put in... I sure do!

STEP 4.

Invite your potential member to your regular meeting or better yet an upcoming service project, whichever you feel will have the most impact. Answer any questions your potential member may have. Be sure to make available the membership application as well as information on your club. **And don't forget to ask them to join.**

STEP 5.

Be a mentor! When your potential member joins stick to them "like glue" for at least one year. Make sure your new member becomes involved in your club's activities and that your club is constantly answering the member's unsaid question, "What's in it for me?". Think about retention from the start.