



**Governor Jeff Keener
2023-2024 Goals and Objectives**

Goal # 1 – Expand the opportunities for 150 District Club members to actively participate in a District Leadership position during 2023-24 for the purpose of expanding awareness of the role our individual Club members play in the operation of the District.

Obj – Action Steps: Recruit a Club Membership Representative for each of our 42 Clubs and regularly communicate with this position and the Club President’s position – Achieve 50% penetration. (21 to 42 new positions)

Obj – Action Steps: Recruit a Club Foundation Representative for each of our 42 Clubs and regularly communicate with this position and the Club President’s position – Achieve 75% penetration. (31 to 42 positions)

Obj – Action Steps: Encourage the Lt. Governor’s to add a co-chair Assistant (10 new positions)

Obj – Action Steps: Fill the District Chair, and committee members with operating committees (30 to 50 positions)

Obj – Action Steps: Create Hall of Fame – HOF Committee 4 positions; Club Hall of Fame representative, 21 positions; Event Team – 6 positions (Total 27)

2 - Improve the retention rate of the District to 88% by implementing the Engagement Chair & committee to create a new culture within the AL MS Optimist District #29. 2023-24 Start – (977 members – @ 88% results in a loss of 118 members & = 859 members)

Obj – Action Steps: Create the Engagement Chair and committee to seek the implementation of the Engagement Program (C.A.R.E) and generate a 95% retention rate from the top 10 clubs (in membership) and 90% from the top 25 clubs. These Clubs are targeted to implement some or all of the C.A.R.E. program

Obj – Action Steps: Secure 10 or more clubs to endorse and implement the C.A.R.E. program (holding end of year meetings) and another 20 clubs to attempt the program with some success including: (defined as offering the 4 Governor Awards).

Create the following Governor’s Awards & ask Participating Clubs to submit Club recommendations (selections) from their Club to be presented at the four Quarter Meeting: to be implemented by the Engagement Chair & committee.

- 1 - Contagious Enthusiasm: Was just as enthusiastic about the success of others as they were about their own.
- 2 - Cheerful Countenance: Wore a cheerful countenance all times and gave every living creature they met a smile.
- 3 - Friendship: Made everyone feel that there was something in them.
- 4 - Strength of Optimism: Exemplified the Optimist Creed

Obj – Action Steps: Utilize the “Partners in Optimism” program to return at least two clubs with less than 20 members to “Good Health” (20 New Members) Pleasure Island 2 members; Dothan Wiregrass 3; Fairhope 6 members; Over the Mountain 8 members; Montgomery Capital Cities 10 members, Mobile 11 members, etc. The program to be managed by the Membership Chair and coordinated through the Engagement & Retention Chair.

- 1 – Create opportunities to perform quarterly programs jointly
- 2 - Encourage Club visitations
- 3 – Consider conducting joint NOW (New Optimist Wanted) events
- 4 - Share Club expertise to leverage the skills sets of both Clubs

3 - Growth will be the result of our deeper impact in our local communities and result in the recruitment of 210 new members by 9/30/2024. This will be achieved by the Growth Committee that consists of a Chair, Co-Chairs for Club Member Growth & New Club Building.

Obj – Action Steps: Motivate four clubs to achieve “Distinguished Status” (60 new members) and ten clubs to achieve “Honor Status” by 9/30/2024 (30 new members): Total 90

Obj – Action Steps: Leveraging the Club within a Club program with two or more clubs (30 new members) & the Partners in Optimism Program to achieve 20 or more club members (30 new members). Total 30

Obj – Action Steps: Build four new clubs through the New Club Building team while developing a plan identifying one or more potential clubs in each zone by 9/30/2024 (60 new members)

Obj – Action Steps: Just Ask, Just Invite and NOW events will be promoted at every club activity and shared as part of the District trainings and communications with the suggestion to conduct monthly and/or quarterly NOW events. (30 new members)

Obj – Action Steps: Promote the growth in the number of clubs participating in OI programs, while expanding the Just Ask, Just Invite growth strategies. The result will be increased awareness in our local communities and new members will recruit themselves.

Obj – Action Steps: Create an ongoing communication tool – website that serves as a one-stop shop for all information of District activities, zoom meetings for development of greater OI knowledge, and engagement of new members.

4 - Modify the University of Optimism to become the District portal for Training & Leadership Development and serve 300 of our District Optimist Members by 9/30/2024

Obj – Action Steps: Ensure the Lt. Governor’s, President’s, Secretary / Treasurer; Club Foundation Representatives; fulfill their Optimist Institute online training and recognize their efforts through the University of Optimism

Obj – Action Steps: Encourage 100 members to grow their PGI / PDP two levels by conducting quarterly Zoom meetings from the U of O.

Obj – Action Steps: Introduce the U of O at the October meeting of the new District year & incorporate the Optimist Institute into the U of O.

5 - Create awareness of the case for support for the Optimist International Foundation by recruiting and contacting 100% of the 42 Clubs Foundations Representatives. Increase participation and financial support to an all-time high of \$35,000 in unrestricted giving to the OIF.

Obj – Action Steps: Recruit a committee of at least three individuals from around the District to serve on the District Optimist International Foundation committee and educate our members on what the OIF does for our members and our clubs/district.

Obj – Action Steps: Recruit and train a Club Foundation Representative for each club. (Goal is 70% of clubs or 29 District clubs where the CFR makes a gift to the OIF and encourages others to do the same thing.

Obj – Action Steps: Recruit one individual to serve as the spokesperson for each of the OIF giving levels – Dime – A – Day; President’s Club; Larson Society; Women’s Philanthropy Council; etc. Drive home what the OIF does for us in our local communities.

Sub Obj – Action Steps: Create a targeted approach for each OIF giving level and create a quarterly fundraiser for OI programs.

Obj – Action Steps: Conduct quarterly district fundraiser that results in one \$1,000 donor to the OIF. The playing card fundraiser will serve as the vehicle and pre-event sales will be encouraged to ensure success. (\$4,000 total)

Obj – Action Steps: Encourage participation in “Giving Tuesday” as the official kick-off of the OIF Fundraising program. Start the process with basic education of what life would be without the funding provided by the OIF. Secure 200 Dime-a-Day and 60 President’s Club donors over the course of the Optimist year.

Obj – Action Steps: Roll out the Giving Tuesday Program to the District as a potential program to build awareness of giving within the Optimist International Foundation and our communities.

6 – Support the activities of our District Clubs through establishing an aggressive Marketing and Communication Committee(s) that stresses the use of email, district website, social media and the traditional media outlets of newspapers, radio and television outlets available to us.

Background - One of the strengths of our District Optimist Clubs lies in their level of service to their local communities. One of our biggest weaknesses lies in our inability to share this information publicly either in advance of the event or after it. Leverage both.

Obj – Action Steps: Create a dynamic Marketing Committee with a passionate Chair that aggressively supports the efforts of our local Clubs to make the community aware of what the Optimist movement is doing in the District through the social media outlets

Obj – Actions Steps: Develop a Marketing Plan that lays out the year in the form of a calendar to include what it means to be an Optimist Club member, and promote Childhood Health & Wellness (and its components), Essay, Oratorical, CCDHH, Junior Golf, New Club Building and the more impactful projects conducted by our local Optimist Clubs. Through the local media outlets in Alabama and Mississippi

Obj – Action Steps: Develop media campaign to leverage the opportunities like Optimist Month and Optimist Day, to create awareness of the Optimist movement through the regular communication with the various media outlets in our District

7 - Expand our District Communication network to include three or more avenues for the purpose of more effectively reaching our local Club members: Communicate via the

District website, via Facebook, via email and via a more personal approach like Zoom, the telephone and in-person contacts.

Obj – Action Steps: Update the website to provide more timely information for our members and potential members,

Obj – Action Steps: Provide a training on how to expand the benefits of Facebook and other social media options.

Obj – Action Steps: Host a monthly Zoom meeting for the Lt. Governors, Presidents and quarterly Zoom meetings for program chairs, including the OIF local foundation representatives and OI program chairs,

8 – Expand participation in OI Programs by 20% in 2023-24

Obj – Action Steps: Recruit a District Chair for the OI Programs and encourage the Chairs of the OI programming (Essay, Oratorical, CCDHH, Junior Golf, etc.) to work prior to the start of the year on promoting their program in their local community serving students. Promote the OI programs directly through the Optimist Clubs and encourage each to offer one or more of these programs.

*AL-MS District does an excellent job of conducting the Essay, Oratorical, CCDHH and Junior Golf Programs, but we do a terrible job of getting young people to participate.

Over time, our District Clubs tend to minimize the number of volunteers that work on a project. For example, we have a Club Essay Chair that tends to do all of the work related to the project themselves. Our opportunity lies in adding a Contest Coordinator, for the purpose of publishing the event, securing more participants, etc. We also need to recruit a Judges Chair that is charged with securing volunteers from the community. To many times, all of these steps are fulfilled by the Club Essay Chair.

Moving forward, we need to ensure that the number of contestants involved at the Club level is related to the importance of the Contest. The essay contest, for example, is a great learning tool for the students. We also provide rewards at the Club level and a District award of \$2,500. Generating less than ten Clubs to participate in the program reflects poorly on the importance of this program. The Essay contest is ranked as the 3rd Highest rated program offered by Optimist International.

Goal 9 – Create More FUN

Volunteering is rewarding. We give of our time, talent and treasure. When it works, we, the volunteer receives more than what we give.

If we can put more fun into being an Optimist, I believe that more folks will want to be a part of our organization.

Obj – Action Steps: Recruit a District Director of “FUN” and challenge them to impact our district meetings & conferences and to develop a line of communication with our district clubs.

Obj – Action Steps: Expand the opportunities for new folks to be involved in the operation of our District and in the process encourage “fun” to be incorporated into more and more activities.