

Club members, Jr. Optimist leaders and District Officers are bcc'd this note.

Celebrating 40 Years - May, 2023

Farmington/Farmington Hills Sunnyside Newsletter

Farmington/Farmington Hills Optimist Club #17150

Our Mission: *By providing hope and positive vision, Optimists bring out the best in youth, our communities, and ourselves.*

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Dinner to Install Officer & Directors

Every year we wrap up the old and bring in the new! Bring your spouse or friends and join us Wednesday evening, September 14th at Antonio's Cucina Italiana, 37646 W. 12 Mile Road, FH. Starts at 6:00pm with a cash bar. Dinner is \$30 per person. Dress is *elegantly casual*.

Important: **RSVP** by Wednesday, September 7th to Phyllis Pheeny (ppheeny@mi.rr.com or 248-770-7675) Include number of guests attending. Pay by check or cash. Checks payable to *F2H Optimists* and can be mailed to F/FH Optimist Club, P. O. Box 2203, FH 48333-2203. Can pay at the door.

District Convention in Kalamazoo Report

Keynote Speaker was **Bob McFadyen**, Optimist International President Designate. Bob pointed out how important it is for us to get the word out about the key things we do... Bringing out best in youth, our community and ourselves. When you list the various service clubs like Rotary, Lions, Kiwanis and ours, we are the only club that has what we do in our name – Optimists! He talked about the things we believe in:

- The Creed – words to live by to make this a better world!

- Belief in good government
- Respect for law
- Friendship with all (Diversity)
- Bringing out best in Youth

He also reminded us of what studies say about being optimistic... better health, happier, able to bounce back and live longer. Bob said let's not deprive anyone of optimism > just ask them to choose optimism!

The Michigan Optimist Leadership Academy (MIOLA) made a presentation on the two top road blocks clubs face in being successful. #1 Recruitment and #2 Engagement. Attached are the two handouts for those topics.

New Member Orientation Zoom – Thursday, Sept. 22

Here is your chance to invite a friend or acquaintance to learn about our club, what we do and how they can participate. Send an email to Tom Neal (ttneal@sbcglobal.net) with their name and email address so he can send them a personal invitation.

Website: f2hoptimists.org

Facebook: Farmington/Farmington Hills Optimist Club

Calendar

Sep 1	<i>International Cabernet Day – Wine on Neal Patio anyone?</i>
Sep 5	<i>Labor Day – Unofficial end of summer</i>
Sep 7	Officers & Directors Board Meeting
Sep 11	Kid's Fishing Day @ Founders Fishing Pier, 9, 10,11am
Sep 11	<i>National Grandparents Day</i>
Sep 13	<i>Positive Thinking Day - Positive you're going to love this day.</i>
Sep 14	Officers & Directors Installation Banquet
Sep 19	PTA Presentation
Sep 21	Meeting at FPC Farmington – Katie Rose speaker
Sep 22	<i>Autumn Equinox</i>

Sep 22 New Member Orientation via zoom
Sep 28 Meeting at FPCF – Tiffani Moncrief, Oakland Cty.

Birthdays:

Sep 7 – Donald Munter
Sep 10 – Sally Kirsten
Sep 11 – Randy Bruce
Sep 12 – Kim Riley
Sep 21 – Andrea Fields
Sep 23 – Ellen Keyt
Sep 24 – Bill Wiegand
Sep 25 – Susan Arlin
Sep 27 – Marguerite Smith

Attachments:

Newsletter PDF

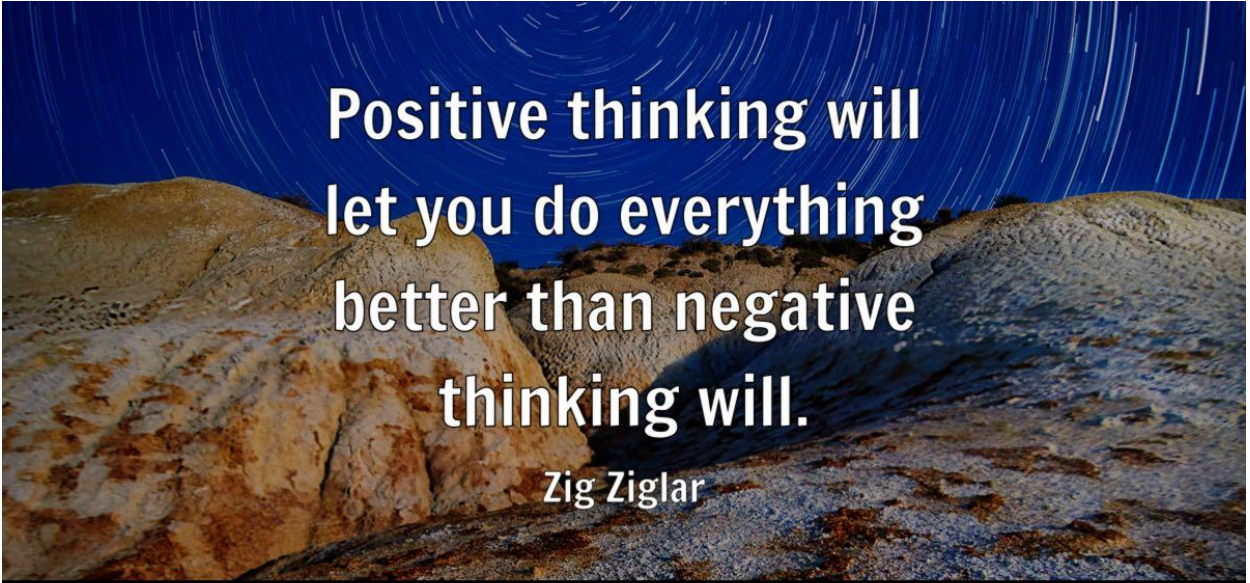


At our August Business Meeting we heard from Carrington Wash, candidate For Miss Farmington Cities.

We had to meet outside but weather cooperated!

By the way, she won the Competition.

Yeah Carrington!

A night sky with star trails over a rocky landscape. The stars are captured as long, curved lines of light against a dark blue background. The foreground shows rugged, light-colored rocks with some darker patches.

**Positive thinking will
let you do everything
better than negative
thinking will.**

Zig Ziglar

BrainyQuote®

ENGAGEMENT

Why do members engage in club meetings, projects, activities, and fundraisers? Why do you?

According to the Q3 Barriers to Club Success data, lack of member engagement is the #2 barrier to club success. The data reflects clubs struggle with:

- Lack of interest in doing new programs, projects. No spark!
- Members in name only; don't attend meetings or get involved with projects or fundraisers.
- Younger members are busy with work, kids, and have little time for the club.

Before you work on member engagement...do a club self-check. Is your club...

- clinging to projects or fundraisers that no longer interest the members?
- encouraging everyone to share their ideas or listening to the same ideas from the same members?
- open to members proposing new projects and fundraisers without being told...that's not what we do?
- welcoming different members on committees and asking them to volunteer for specific needs?

Why do people engage in Optimism?

- They identify with the Optimist Creed and living an optimistic life.
- They want to be around positive people who make them better.
- They want to belong....to be connected to others...to have friends.
- They want to give back to their community.
- They have skills, talents, time, money, connections, or resources they want to share.
- They are passionate about something. Ex. mental health, cancer, literacy, scholarships, sports.
- They can fulfil their purpose in life through Optimism.

To increase engagement, we need to find ways for members to
IDENTIFY with Optimism,
feel they **BELONG**,
SHARE their ideas, skills, and talents,
and **CONNECT** to their **WHY**.

Strategies for Successful Member Engagement

Engage Optimism

- Recite the creed at every gathering. Make sure new members have a copy. Display the creed.
- Ask members to respond to what one selected line of the Creed means to them.

Cultivate Connections

- Members are more engaged if they feel a part of the club, rather than just a member. Stop having meetings. Have gatherings, where the business of the club is quickly completed, giving those that come the opportunity to socialize. Have topics of discussion that allow you to learn about each

other, and make a note of them so when you have one on one conversations you can bring them back up.

- New members as well as some older members are given the Member Interest Finder. It is filled out and turned in to the President or Secretary/Treasurer. Club leadership follows up to see if members are on a club committee that matches member's interests. Terrye Embry

Communicate Options

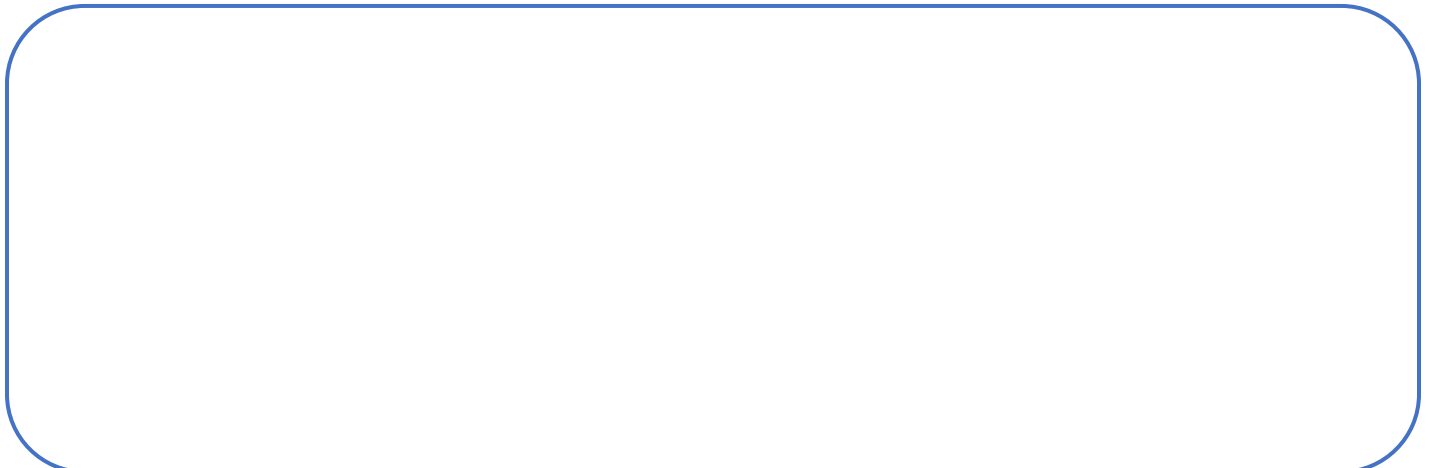
- Breakdown activity or project into component parts and ask members to volunteer to lead, provide, manage, or supervise the part that most connects to their passion. Example: Golf Outing Fundraiser has many ways to engage: golfing, marketing, team check-in, prizes, snacks, event lunch, 50/50 drawing, hole sponsor. Encourage each member to engage in the event and recognize everyone's involvement. lthompson9538@gmail.com
- Assign people to projects or give them the opportunity to pick from a group of assignments. Get them involved as soon as possible. Detroit Faith Hope & Love, Jackie Johnson, Secretary, jj21750@wowway.com)

Activate Passion and Purpose

- It is important to engage members in what they are interested in, not just what you need them to do. Asking them to talk about their interests at a meeting, maybe even as a program, tells them you care about them. Inviting all members to an activity says they are important to you. Ask everyone for feedback about the activity, especially if there is the possibility an activity needs to be retired or updated. Pam Barckholtz, FB page: Huron Valley Optimist Club, huronvalleyoptimists@gmail.com
- We developed committees for our various events and that has increased our participation. In addition, some of our more senior members have stepped aside and made room for our younger members to become Officers and Board Members. We have talked with our members and actively tried to place them on committees that they have an interest in helping. It is also very important for the Committee Chairperson and the Club Officers to personally reach out to the members to ask for the assistance/participation. molsonmsp21@sbcglobal.net

LEADERSHIP is an ACTION word.

What will your club do to increase the number of members who
IDENTIFY with Optimism, feel they **BELONG**,
SHARE their ideas, skills, and talents, and **CONNECT** to their Why?



MIOLA Presentation at Q4 Michigan District Convention 2022
Strategies to Overcome Barriers to Club Success
Handout

RECRUITMENT

Why do people join Optimist clubs?

Why did you?

According to the Q3 Barriers to Club Success data, recruiting new members is the #1 barrier to club success. The data reflects that clubs struggle with:

- how to attract new members and younger members.
- aging clubs having limited community contacts.
- finding methods, opportunities and venues to promote membership.

Before you work on member recruitment...do a club self-check. Does your club...

- have an active membership committee that sets recruitment goals?
- hold regular New Optimist Welcome and New Member Orientation programs?
- recognize members who invite potential members to fundraisers, projects and events?
- have printed marketing materials such as rack cards, bookmarks, flyers, and brochures?
- invite speakers to join, send them home with an application and follow-up?
- build relationships through social media: Facebook, YouTube, Instagram, Twitter, and TikTok?
- meet with the Chamber of Commerce, government leaders, and local businesses?
- connect with non-profits, charities, and service organizations, and healthcare providers?
- partner with PreK-12 schools, higher education, public safety, and libraries?
- increase visibility by being involved at local venues, fairs, events, celebrations, and parades?

To increase membership, we need to find multiple methods to communicate how Optimists make **FRIENDS**, connect with their **COMMUNITY**, make a difference for **KIDS**, **LEARN** new skills, **SHARE** their ideas, skills, and talents, and **CONNECT** to their **WHY**.

Strategies for Successful Member Recruitment

Make Membership a Club Priority

- We are considering the formation of a Membership Committee for our Club. Committee members would reach out to community members that have been speakers, teachers, family and friends to talk with them about our Club and Optimist International. Recruitment is not just a responsibility of the Club Officers it is a responsibility of every member and members should promote membership whenever an opportunity exists. NOW events either individually or with another Club should be advertised in the local and social media. molsonmsp21@sbcglobal.net

- We try and schedule a zoom new member orientation every month. As we come across prospective members, we ask them to come to our zoom and then join. Our close rate is 50% but that is better than 0%. Tom Neal, Farmington.Farmington Hills Optimists

Just Invite

- Ask each existing member to bring 1 friend/ acquaintance to a non-meeting event hosted by the club. It can either be a specific membership drive event like an ice cream social or it could be an event that the club is hosting to benefit the community. Never pass up the opportunity to discuss your club when you are at networking events, and invite those that express interest to club activities. Do not invite potential members to Board meetings as their first contact with the club. And if you run regular meetings like a meeting, rather than a gathering, don't invite them to those either.
- We recruit at our fund raisers and club project events. Our newest member came to us because she had a friend who had been and Optimist in another city. We also gained a new member from a club that folded.

New Optimist Welcome Events

- One of the clubs that I am a member of has at least two NOW events per year. One is held during the 4th quarter in the back yard of a member. Members are encouraged to bring at least two prospective new members and are given a token of appreciation. Fliers are sent to members and invitees at least 3 weeks prior to the affair. New Detroit Unity Optimist Club, Terry Embry, Secretary/Treasurer - 313-268-2186
- One strategy that has worked for the Huron Valley Club, 17502, has been a wine tasting at a unique winery during a down time for many people. Our most successful one was done in January. It cost \$10 for members but was free for all others. We offered enough light refreshments that could make a meal and wine tasting of locally made wines. We gained 17 new members that evening. FB. Huron Valley Optimist Club, huronvalleyoptimists@gmail.com. Contact name: Tom Gaunt, Rose D'ambrosi, or Pam Barckholtz
- Invite the speakers that have presented to your club to a scheduled NOW meeting. Provide them the opportunity to learn more about the club and Optimist organization as a whole. Along with describing the activities that our club supports also include explain what happens at our luncheons and why we do what we do, i.e., Quarter Cup, about Optimist Foundation. Offer potential members a reduced rate to join the club during the week of the NOW meeting. Bay City Noon Optimist Club

Connect with Community

- In the past we have used volunteer fairs in the community to help find new members. We have increased awareness of major club projects by utilizing Facebook, and local newspapers and radio. Mishelle Myers-BC Optimist mmyerssomi@att.net
- Set up an Optimist booth with brochures, banners, pictures of Optimist activities, and an adult/kid activity to attract people to hear our Optimist story. Possible venues: fairs, street parties, art shows,

downtown events, sports competitions, community performances, farmers market.

ltompson9538@gmail.com

Meaningful Messaging to Attract New Members

- **Make a Difference.** Instead of trying to tackle community issues alone, Optimists volunteers connect with other like-minded people looking to make an impact by bringing out the best in youth, ourselves and our community
- **Connect to Community.** Optimist clubs provide an opportunity to network with others in our area, across the state and even internationally. Volunteering on projects builds relationships and can lead to community, work, school, and personal connections.
- **Engage with Leaders.** Optimist clubs have regular events like meetings, presentations and scheduled speakers—giving members opportunities to meet, listen to and engage with community leaders.
- **Meet Positive People** Optimist are positive people who are focused on bringing hope and a positive vision to their communities. Who doesn't need positivity? Joining a club is a great way to connect with others who care about things that are important to you.
- **Try Something New** Are you interested in learning more about marketing, communication, project management, leadership, or social service organizations. As an Optimist volunteer you can help learn and try out new skills in a safe environment.
- **Gain Leadership Skills** Becoming a project leader or an officer in your club will help you gain confidence in your leadership skills. You'll have opportunities for public speaking, problem-solving, and planning events.
- **Change the world** Optimist clubs bring out the best in youth, community and ourselves. We volunteer our service and are devoted to improving where we live, our state and the world.

RECRUITMENT is an **ACTION** word

What strategies will your club use to make recruiting members a priority?

How will you communicate with potential younger members?

How will you increase community partnerships?