

"Enable Others by Encouraging the Heart"

South Carolina

Optimist Leadership Academy



Fourth Quarter Convention | Camden, SC



Membership Engagement

Reflect: What are successful
techniques?



Presenter:

Standrick Rhodes

President

Rock Hill Central City Optimist Club

Leadership Development

Chair

South Carolina Optimist District





Objectives

By the conclusion of this presentation, Optimists

1

Define...

Engagement.

3

Discover...

Engagement strategies to use within local clubs.

2

Describe...

Reasons for member disengagement.

4

Demonstrate...

The ability to communicate engagement plans.

will...





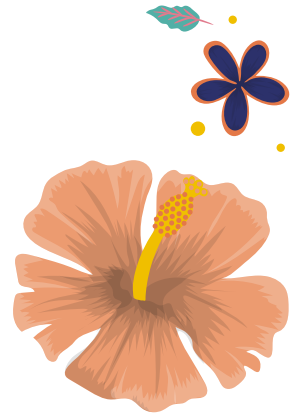
1



Define Engagement

Within your group, define
engagement.





Engagement Defined...



verb: **engage**; 3rd person present: **engages**; past tense: **engaged**; past participle: **engaged**; gerund or present participle: **engaging**

1. occupy, attract, or involve (someone's interest or attention).

"he plowed on, trying to outline his plans and engage Sutton's attention"

Similar:

- cause someone to become involved in (a conversation or discussion).
"they attempted to engage Anthony in conversation"

2. participate or become involved in.

"organizations engage in a variety of activities"

Similar:

- establish a meaningful contact or connection with.
"the teams needed to engage with local communities"

3. arrange to employ or hire (someone).

"he was engaged as a trainee copywriter"

Similar:

- pledge or enter into a contract to do something.
"he engaged to pay them \$10,000 against a bond"

Similar:



What about Optimists?

Recruitmen

Retention

†



2

Describe Disengagement

Describe WHO, WHEN, WHERE, WHY, and HOW!





Why do members leave?



Attendance Requirements	Business Pressure
Relocating	Leadership
Health	Poor Management
Too Much Fundraising	Meetings
Not Enough Value	Costs
Retired	Overall Dissatisfaction





3



Discover Strategies

To use in your local club!





Strategy Development...



Strategy Examples...

Vary Contributions	Membership Chairperson
Committee Involvement	Membership Development
Information Options	Sponsors
Be Meaningful	Programs/Activities
Fellowship	New Ideas
Create the vibe	Membership Check-in



Membership Recruitment Kit



Let's Work!





What would membership look like...

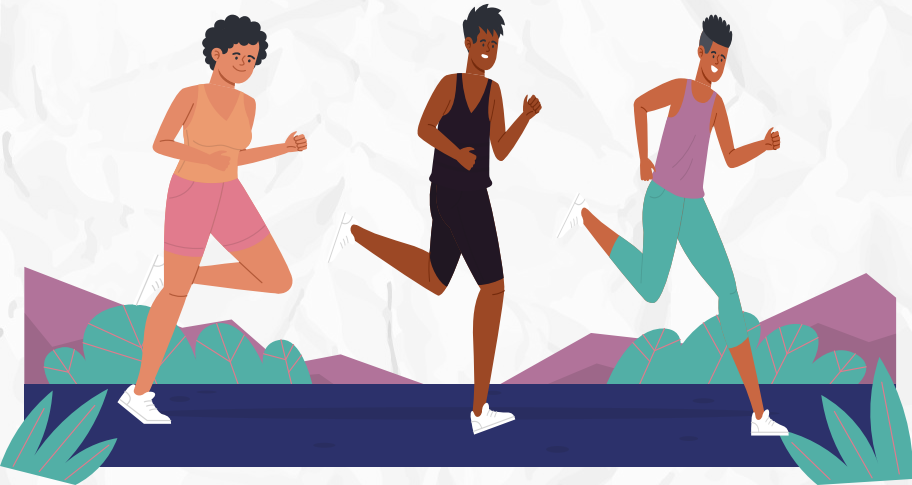
If Optimists put as much focus on
MEMBERSHIP DEVELOPMENT
as we do on activities and projects?



4

Demonstrate

the ability to communicate engagement plans





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Membership Engagement

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LEADING by sharing our Optimist Stories



Reflect: How do we encourage others? 



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Identify...

Our core values.

3

Create...

A speech to reflect why you are an Optimist.

2

will...

Describe...

Our purpose.

4

Share...

Your Optimist story.





1



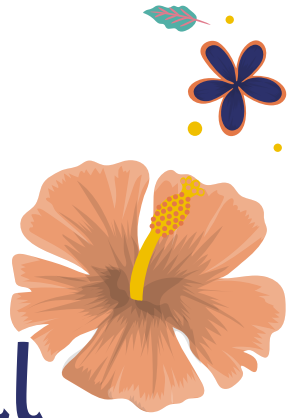
Identify

Your Core Values

From yesterday



Accountability	Ethics	Kindness	Self-respect
Achievement	Excellence	Knowledge	Serenity
Adaptability	Fairness	Leadership	Service
Adventure	Faith	Learning	Simplicity
Altruism	Family	Legacy	Spirituality
Ambition	Financial stability	Leisure	Sportsmanship
Authenticity	Forgiveness	Love	Stewardship
Balance	Freedom	Loyalty	Success
Beauty	Friendship	Making a difference	Teamwork
Being the best	Fun	Nature	Thrift
Belonging	Future generations	Openness	Time
Career	Generosity	Optimism	Tradition
Caring	Giving back	Order	Travel
Collaboration	Grace	Parenting	Trust
Commitment	Gratitude	Patience	Truth
Community	Growth	Patriotism	Understanding
Compassion	Harmony	Peace	Uniqueness
Competence	Health	Perseverance	Usefulness
Confidence	Home	Personal fulfillment	Vision
Connection	Honesty	Power	Vulnerability
Contentment	Hope	Pride	Wealth
Contribution	Humility	Recognition	Well-being
Cooperation	Humor	Reliability	Wholeheartedness
Courage	Inclusion	Resourcefulness	Wisdom
Creativity	Independence	Respect	<i>Write your own:</i>
Curiosity	Initiative	Responsibility	_____
Dignity	Integrity	Risk -taking	_____
Diversity	Intuition	Safety	_____
Environment	Job security	Security	_____
Efficiency	Joy	Self-discipline	_____
Equality	Justice	Self-expression	_____



Optimist Organizational

Values

Statement



See booklet pg. 22

Optimism

Respect

Integrity

Global Community



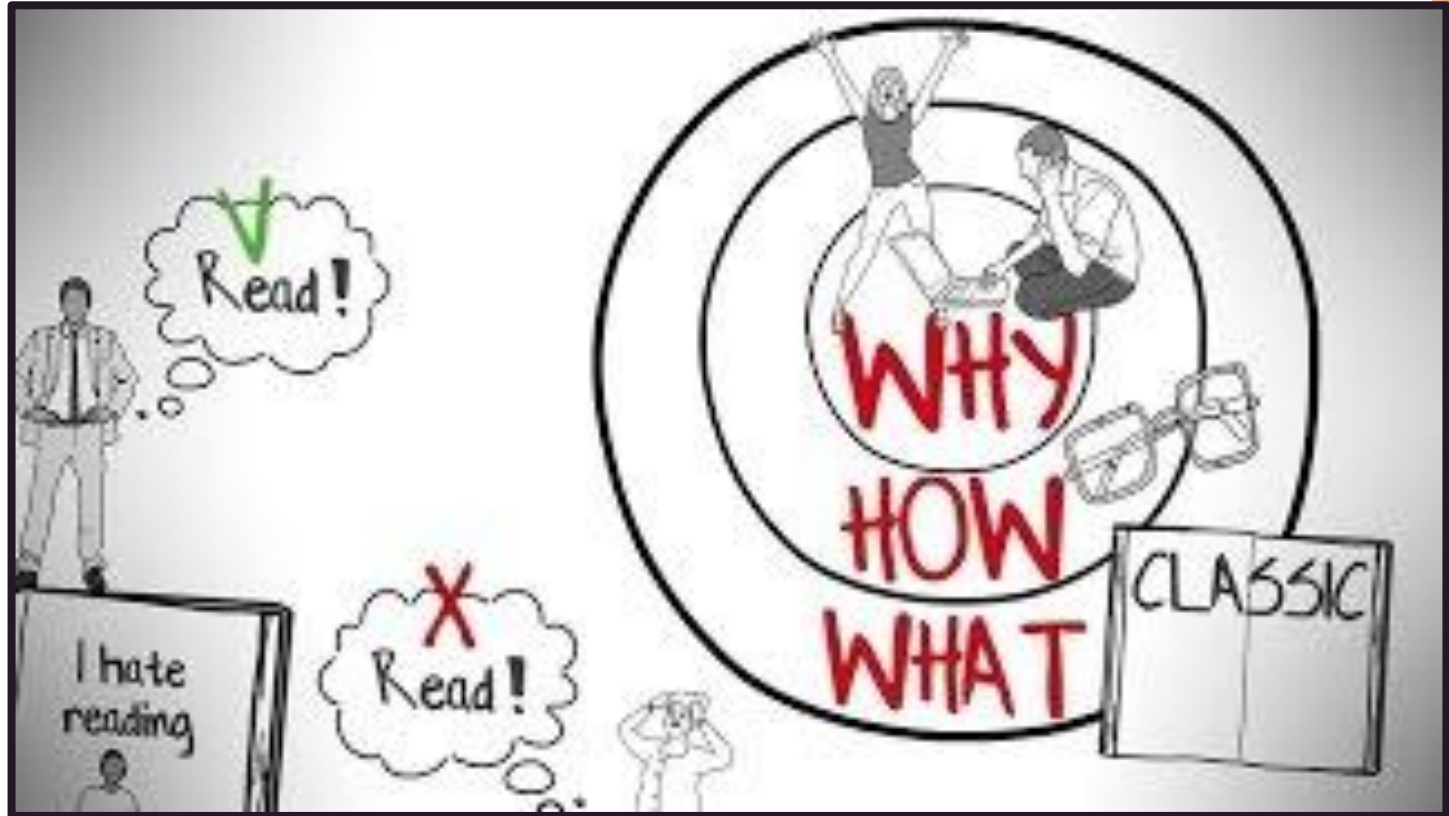
2

Describe Our Purpose

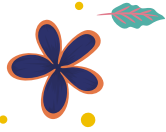
reDiscover Your "Why"



Start with “why”...



Let's work...



What

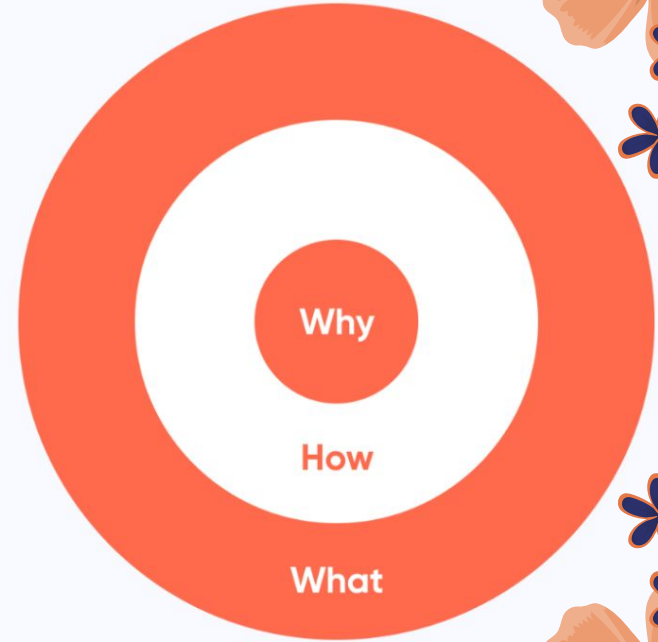
Every organization on the planet knows WHAT they do. These are products they sell or the services.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.





3



Create your Speech



TELL YOUR STORY!





Persuasive Writing

Hook your audience



OREO[®]

Opinion Writing

O

Opinion
State your opinion clearly.

R

Reason
Back up your opinion with a reason.

E

Evidence
Give evidence or facts to support your opinion.

O

Opinion
Restate your opinion.

Teach Starter

O

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State your opinion clearly.

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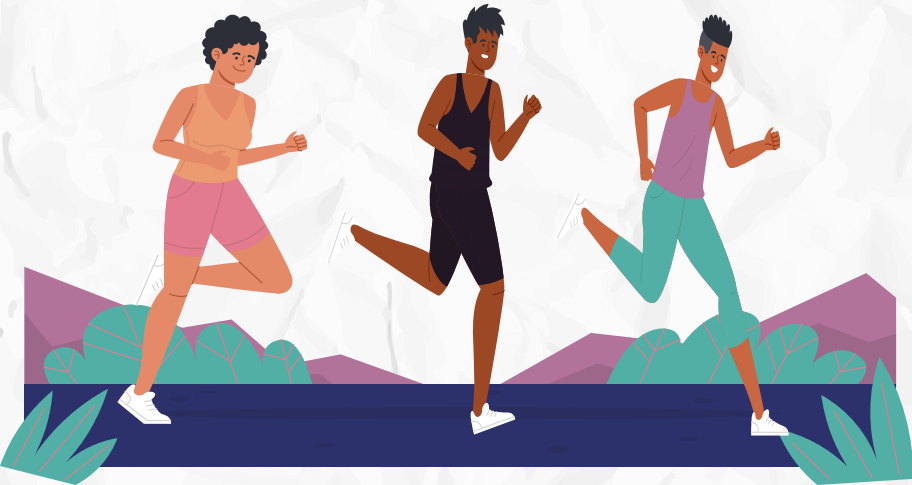
Evidence
Give evidence or facts to support your opinion.

O

Opinion
Restate your opinion.

4

Share
Your Optimist Story



Your Optimist story is important...

Tell your story with your
WHOLE HEART!

-Brene' Brown





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