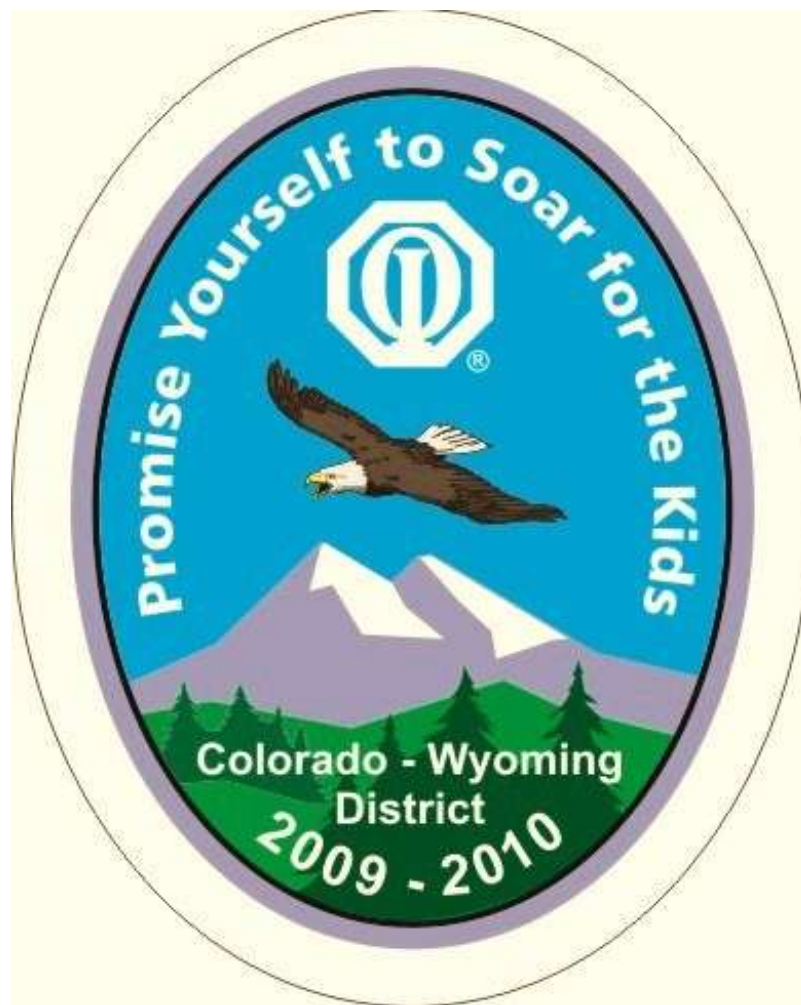


**COLORADO-WYOMING
OPTIMIST INTERNATIONAL
DISTRICT**



**2009-2010
DISTRICT PLAN**

VISION STATEMENT

The Colorado-Wyoming OI District is dedicated to promoting optimism as a philosophy of life; to assisting with the positive development of youth; and to the giving of one's self in service to others which will result in the betterment of humankind.

MISSION STATEMENT

The Optimist organization will be recognized as a premier service group for its work with the youth, communities and states that are served by the members, clubs and zones of the Colorado-Wyoming OI District.

BELIEF STATEMENT

Members of the Colorado-Wyoming OI District believe that it is important to think only of the best, to work only for the best and to expect only the best in all aspect of one's life.

2009-2010 DISTRICT GOALS

Increase the District membership by 5 percent during each of the next five years by implementing various promotional and recruitment programs.

Enhance the quality of the current and future District organization by promoting personal growth and developing the leadership skills of Optimist members.

Support the youth in the District by recognizing them for their academic and physical skill development and for their contributions to improve their schools and communities.

Goal: Increase the District membership by 5 percent during each of the next five years by implementing various promotional and recruitment programs.

Objective: To begin a new trend of membership growth.

Strategies:

1. Develop and provide “best practices” to clubs for effective targeting and recruitment of new members.
2. Use “Just Ask” program to invite prospective members.
3. Identify and recruit prospective members using club/district guest registry lists.
4. Use “NOW” events at club level to recruit new members.
5. Use “Friend of Optimism program to recruit new members
6. Use Club Marketing/PR Kit for recruitment.
7. Governor’s Incentive Program for clubs and Lt. Governors.

Measurement: Successful completion of all strategies listed above with positive results.

Target: Non-Optimist club population.

Accountabilities: All club and district leaders and all Optimist club members

Timeline: 2009-2010 Optimist Year

Objective: To reverse the trend of declining membership

Strategies:

1. Use club surveys to ensure that membership needs are being met.
2. Utilize fun and meaningful activities to retain membership.
3. Conduct exit interviews or surveys when club members leave to determine reasons for declining membership.
4. Provide models for effective internal and external club communication.

Measurement: Reduction in declining membership.

Target: Current Optimist club members.

Accountabilities: Club and district leaders.

Timeline: 2009-2010 Optimist Year

Objective: To increase the membership of the Optimist service organization by building new clubs.

Strategies: Build a minimum of 5 new clubs during each Optimist year. The club and/or district leaders will identify sites for new club building and coordinate their efforts to accomplish the goal.

Measurement: Five new clubs will be chartered by the 2009-2010 District Convention.

Target: Selected sites in the Colorado-Wyoming District.

Accountabilities: All members of the Optimist organization, especially the club and district leadership and the New Club Building Committee.

Timeline: The 2009-2010 Optimist Year.

Goal: Enhance the quality of the current and future District organization by promoting personal growth and developing the leadership skills of Optimist members.

Objective: To provide Optimist members with the opportunity to grow personally and to learn more about Optimism.

Strategies: Personal Growth and Involvement Program.

Measurement: Increased participation in PGI program over previous year.

Target: All Optimist Members.

Accountabilities: District PGI Chairperson, Club Presidents, Club Secretary-Treasurers and Optimist members enrolled in the program.

Timeline: 2009-2010 Optimist Year.

Objective: To promote teamwork and to provide the District leadership team with the knowledge and skills to effectively fill their leadership responsibilities.

Strategies: District leadership training.

Measurement: Effective and knowledgeable District leaders.

Target: Lt. Governors and District chairpersons.

Accountabilities: Governor, Governor-Elect and District training cadre.

Timeline: By First Quarter Conference of 2009-2010 Optimist Year.

Objective: To promote teamwork and provide the 2009-2010 club leaders with the knowledge and skills to effectively fulfill their club responsibilities.

Strategies: Leadership training for club officers.

Measurement: Effective and knowledgeable club leaders.

Target: Newly elected club presidents, designated club secretary-treasurers and club chairpersons.

Accountabilities: Governor, Governor-Elect and District training cadre.

Timeline: By First Quarter Conference of 2009-2010 Optimist Year.

Goal: Support the youth in the District by recognizing them for their academic and physical skill development and for their contributions to improve their schools and communities.

Objective: To recruit, recognize and honor youth who participate in the annual essay contest.

Strategies: Club, Zone and District sponsored essay contests.

Measurement: Participation by a majority of District clubs in the annual essay contests.

Target: Students who meet the qualifications established by Optimist International.

Accountabilities: Club, Zone and District leaders who are responsible for conducting the essay contests.

Timeline: Deadline dates established by the District and Optimist International.

Objective: To recruit, recognize and honor youth who participate in the annual oratorical contest.

Strategies: Club, Zone and District sponsored oratorical contests.

Measurement: Participation by a majority of District clubs in the annual oratorical contests.

Target: Student who meet the qualifications established by Optimist International.

Accountabilities: Club, Zone and District leaders who are responsible for conducting the contests.

Timeline: Deadline dates established by the District and Optimist International.

Objective: To recruit, recognize and honor youth who are deaf or hard of hearing that participate in the annual Communication Contest for the Deaf and Hard of Hearing.

Strategies: Club, Zone and District sponsored CCDHH contests.

Measurement: Participation by a majority of District clubs in the annual CCDHH contests.

Target: Youth who meet the qualifications established by Optimist International.

Accountabilities: Club, Zone and District leaders who are responsible for conducting the contests.

Timeline: Deadlines dates established by the District and Optimist International.

Objective: To promote self-confidence, skill development and physical fitness among the youth participants.

Strategies: Club, Zone and District sponsored Tri-Star Sports events.

Measurement: Participation by a majority of District clubs in the annual Tri-Star Sport events.

Target: Youth who meet the qualifications established by the District and Optimist International.

Accountabilities: Club, Zone and District leaders who are responsible for conducting the events.

Timeline: Deadlines established by the District and Optimist International.

Objective: To recruit, recognize and honor youth who participate in the annual OI Junior Golf Program.

Strategies: Zone and District OI Junior Golf Tournaments.

Measurements: Participation by a majority of District clubs in the annual OI Junior Golf Tournaments.

Target: Youth who meet the qualifications established by Optimist International

Accountabilities: Club, Zone and District leaders who are responsible for conducting the tournaments.

Timeline: Deadlines established by the District and Optimist International.

Objective: To recognize and honor youth who contribute significantly towards the betterment of their schools and community.

Strategies: Youth Appreciation Week

Measurement: A majority of District clubs conducting Youth Appreciation events.

Target: Youth who meet the qualifications established by the Optimist Clubs.

Accountabilities: Club leaders responsible for conducting the Youth Appreciation events.

Timeline: Deadlines established by the Optimist Clubs.

Objective: To recruit, recognize and honor students who participate in the annual Brain Bowl contests.

Strategies: Three regional Brain Bowl contests sponsored by District clubs.

Measurement: Participation by a majority of clubs in the District.

Target: Middle school students in the Colorado-Wyoming District.

Accountabilities: Club and District leaders responsible for conducting the Brain Bowl events.

Timeline: Deadlines established by the event organizers.