



## THE JOOI CLUB'S ACTION PLAN

This important section includes resources to give you all the materials needed to make sure your Club gets seen and heard. Under each goal, you will find a list of support materials available from the International Office for you to use throughout the year.

### **Your goals this year should include the following:**

- To provide support to your Club Members and District leaders.
- To promote JOOI Club sponsorship to your Optimist home District.
- To recruit new Members into JOOI
- To encourage graduating JOOI Members to join an Optimist Club.
- To increase JOOI Club visibility and name recognition locally, regionally, and internationally.
- To promote JOOI to local business and political leaders

Good luck this year! If you ever have any problems, questions or great ideas remember that JOOI Members, the JOOI Board of Directors, the JOOI Clubs Committee and International Staff work together as a team to provide the best possible resources and services to our JOOI Members.

# JOOI CLUB'S ACTION PLAN

## GOAL 1

### Provide support to Members, Clubs and Districts within your region.

Most of the answers to frequently asked JOOI questions can be found in this program guide. If you can't find the answer to a question, try contacting another JOOI officer, your District Governor, your JOOI Board representative or the International Office staff.

**Hint:** E-mail your questions to other Board Members or the International Office ([youthclubs@optimist.org](mailto:youthclubs@optimist.org)). It is the best way to get a quick thorough response from your fellow team Members.

**Hint:** Encourage your fellow JOOI Members to explore [www.optimist.org](http://www.optimist.org) and click on Youth Clubs. Most JOOI publications are available for downloading.

**Hint:** Fax-On-Demand allows those without Internet access to get copies of the same information. From your fax machine, just dial (314) 371-6009. After the recorded message, press 1 and wait for instructions.

## FAX-ON-DEMAND

Dial (314) 371-6009 ext. 1 from the handset of your fax machine, and follow instructions. When prompted to enter your selection's five-digit code, enter one of the following:

09036 Youth Club Fee Structure

06485 Million Service Hours Tracking Form

06527 JOOI Club Roster Report (Charter Material)

09053 The Torch (up to 12 pages)

00029 JOOI District Youth Clubs Chairperson & Officers Directory

09037 JOOI Club Banner Order Form

00028 JOOI Convention Registration Form

00084 JOOI Convention Housing Form

The following are in the JOOI Clubs Planning Guide

Charter Application

Suggested Club Bylaws

Officer Information/Election Report

Installation Ceremony Procedure for New JOOI Clubs

Induction of New Members to JOOI

JOOI Awards Criteria

Community Service Projects & Fundraising Ideas

JOOI Video Form

JOOI Application for International Office & Biographical Release

International JOOI Convention District Officers-Elect Travel Rebate Form

District Conference Report Form

## GOAL 2

### Promote JOOI Club Sponsorship

Encourage your fellow JOOI Members to share their successful fundraising ideas, community service projects and the dedication of their Members with their sponsor Club. If sponsor Clubs hear the success stories of their JOOI Clubs they will be more likely to sponsor more than one Club. Let the JOOI Clubs Department know what your Club is doing. We love to highlight Club projects in the *Torch Online*, *The Optimist* magazine, and on our Web site. When Members call and ask why they should sponsor a JOOI Club, we tell them about the successes of our Clubs. Optimist Members want to hear real stories of active Clubs before they invest time and money.

Suggest that key Members of your Club make themselves available for Optimist District workshops and other Optimist events.

**Hint:** Dress in business attire (suit or dress) and wear your JOOI lapel pin at all times while on JOOI or Optimist visits.

**Hint:** Ask other JOOI Club officers, advisers, and sponsors to send the JOOI Clubs Department copies of newsletters so staff knows what is going on.

**Hint:** Encourage Club and District officers to attend Optimist Club meetings, Optimist zone meetings and Optimist District conferences. JOOI Members at Optimist meetings may inspire adults who have always thought about starting a JOOI Club, but...

**Hint:** Encourage JOOI Members to write articles for the *Torch* and send them to the International JOOI Clubs Department. And, remember, pictures are worth a thousand words.



## GOAL 3

### Recruit New Members into JOOI

Dedicated Members make JOOI productive and ensure the JOOI tradition is kept alive. Therefore, it is so important that new Members are recruited into each Club every year. Share your secrets of successful recruiting with Club and District leaders.

**Hint:** Have membership applications on hand at all times. Be sure a meeting time, place and date is noted on each application before handing them out.

**Hint:** Create a contest with prizes to reward Members that have recruited the most JOOI Members or new Clubs.

**Hint:** Understand and be prepared to explain the JOOI awards, which recognize membership growth at both the Club and District level.

## GOAL 4

### Recruit Graduating JOOI Members into Optimist Clubs

Graduation is a time of new beginnings, but the lessons learned in JOOI should not be forgotten. Graduating Members of JOOI make great Optimist Members, as after all, they have been a part of the Optimist Club family for quite some time. Hold a special meeting to wish graduating Members good luck. Don't forget to invite Optimist Members, parents, teachers and advisers. All of these people have contributed to the success of each individual graduating.

**Hint:** Remind sponsor Clubs that they can invite graduating Members to join their Club during this last get-together (they can even ask parents, teachers, etc., to attend an Optimist meeting).

**Hint:** Keep a record of graduating Members and send their addresses to Optimist International. Staff can then invite these former JOOI Members to attend and help at the annual JOOI Convention.

## GOAL 5

### Increase JOOI Club Visibility and Name Recognition Locally

JOOI Club Members work hard to make the world a better place...so why doesn't anybody know who we are? Help spread the word to youth who aren't JOOI Members, their teachers and their parents!

#### What are we?

A community service youth membership organization with Clubs and Districts all over North America.

We are committed to completing One Million Hours in community ser-

vice projects across North America and the Caribbean. We raise money and host projects for our individual communities. But how many times have we been asked "What is JOOI, again?"

Help your Club get the word out about JOOI -- in your schools, churches, community centers, shopping malls and libraries.

**Hint:** Submit articles on JOOI to your school paper and radio stations. Not only does this help teachers and students understand the JOOI mission, it provides a great recruiting tool for new Members.

**Hint:** Send press releases to local newspapers, television and radio stations about each and every JOOI Member, Club accomplishment and project.

**Hint:** Make sure your Club takes part in other community events. Volunteering time at county fairs, festivals and other events lets adults see JOOI Members at work. It is also a great time for people to ask, "Now, what is JOOI again?"

**Hint:** Wearing Club T-shirts can help advertise JOOI. Encourage Members to wear JOOI T-shirts during projects, Club meetings and District conferences. JOOI T-shirts are available to order from Shumsky Enterprises, call toll-free 877-OPT-CLUB (678-2582), or the Canadian Service Center at (800) 363-7151.

**Hint:** Do you have a community spotlight segment on your local news broadcast or cable access channel? If so, invite the press to your next big event. Or better yet, volunteer to appear on their broadcast in person!

**Hint:** National coverage is also wonderful. Do you think you have what it takes to plaster the 'faces' of JOOI across the United States and Canada? We have enclosed a sample press release. Use the letter as a guide to reach news shows or your local newspaper. Always send a copy of your letter and any response back to the JOOI Clubs Department at the International Office!

## SAMPLE PRESS RELEASE

For more information, contact  
(Program Chair and Number)

### For Immediate Release

(Date)

## KIDS HELPING LOCAL KIDS

Two dozen young people from Freedom, Ontario won't be spending their Saturday watching cartoons. They will be busy making their community a better place to live with the 2nd Annual "Park Clean-Up Project." The Freedom Octagon Club will spend the day picking up trash and beautifying Forest Park from 2-4 p.m. Saturday as a symbol of their dedication to "helping kids across the globe."

"Being a member of this community is an honor," says Freedom Octagon Club President Jane Public. "We are dedicated to serving the people of Freedom. Hopefully our service will allow the children of Freedom to enjoy a cleaner park."

This project is just one of many conducted by Freedom Octagon Club members each year. In addition to the Park Clean-Up Project, the young leaders raise funds for cancer research and work on anti-drug campaigns.

The Freedom Club is a member of Junior Optimist Octagon International (JOOI), one of the world's largest youth service organizations. JOOI is comprised of 16,600 youth and teens from throughout the United States, Canada and the Caribbean.

JOOI is the youth Club arm of Optimist International, one of the world's largest and most dynamic service organizations. With more than 3,500 Clubs and 114,000 members worldwide, Optimist International is one of the world's most active service organizations. Optimists serve six million young people each year, while spending more than \$78 million in community service projects.

## GOAL 6

### Promote JOOI to Local Business/Political Leaders

Community support of JOOI Clubs is very important. The endorsement of business leaders can help make it easier to get publicity, donations and new Members!

Some Clubs may ask business leaders and merchants for donations of merchandise for auctions or raffles, or even to donate directly to a shelter or nursing home. Some JOOI Clubs may ask for services, such as the use of a truck, for special projects. Other Clubs may ask for car wash space. For JOOI to be successful in the community, it is important to get local business leaders involved.

Write a letter of introduction to business leaders in your community. Letters should explain the purpose of JOOI, the goals of the Club throughout the year, and invitations to special events or projects that are planned. Donations should be requested at a later date.

Also, it is a good idea to gather testimonials from other businesses that have worked with JOOI Clubs in the past.

**Hint:** Make sure you share information regarding the One Million Service Hours challenge with business leaders.

**Hint:** Make sure Members know to follow-up all donations with a thank-you note!