



## **N.O.W. Program Introduction**

Like planning any project a N.O.W. event is no different planning and organizing is the key to success. Involve as many Club Members as you possibly can in your N.O.W. Event so each member has a sense of ownership in the event.

In the following materials you will find tried and true methods on how to conduct a successful N.O.W. Event. Just like baking a cake or building a house there are certain things and certain steps that you must do in order to insure success. This planning guide will help you do that. Just like building a house you wouldn't start building on the soil without a strong foundation, or when baking a cake you wouldn't throw the needed ingredients into the oven and expect the desired results that you are seeking The house would eventually fall in on it's self and the cake mix box would burn, the eggs would exploded in the oven and simply you would have a mess on your hands.

### **Hosting A N.O.W. Event Is As Easy 1-2-3, A-B-C**

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# **N. O. W. PROGRAM**

## **(The “I” Can Do It Method)**

### **IMAGINE:**

Imagine what it is you want the outcome to be  
Imagine the growth you will achieve  
Imagine the excitement your members will share  
Imagine the service to kids that will result

### **INSTIGATE:**

Instigate the same enthusiasm you have with other leaders in your club, IE: the President and Board of Directors. Convince them this is a great program and it will be successful.

### **INVITE:**

The **N.O.W. PROGRAM** method allows everyone to participate at each one’s own comfort level. Send out the invitations to the prospective guests.

### **INSTALL:**

Conduct a “New Member Recognition Installation Ceremony” soon after the event. Present each new member with their Optimist lapel pin.

### **INITIATE:**

Conduct a “New Member Initiation” immediately to give the new member an orientation on upcoming opportunities to be involved in the club’s next service projects.

### **INVOLVE:**

Ask the new member which project they would like to participate in first.

### **IMAGINE:**

Imagine all the wonderful new friendships, new ideas, enthusiasm, personal growth, and opportunities to serve that will come from this event. Imagine how many kids’ lives will be better....because an Optimist member like you was there.....

***Bringing Out the Best in Kids...Right here, Right NOW!***

## **N.O.W. PROGRAM TIME LINE (Time Line For Success)**

1. By following the below tired and true time line the chances for the N.O.W. Event to be a success has gone up dramatically.
2. As stated earlier when short cuts are taken the chances to building a quality house or baking a cake has dropped significantly.
3. *Excitement creates passion and passion gets results!* So, get your members excited about conducting a N.O.W. Event! There is no greater way to serve more children than increasing the number of active, happy members, serving more children in your Club. Members joined to actively support and uplift the children in your community and they will stay active if they are doing meaningful work.

### **Weeks 1 & 2**

- A. Select committee members (3-4)
- B. Discuss possible NOW Dinner dates (select one)
- C. Check on location availability and meal prices
- D. Set a budget for the event
- E. By the end of the 2<sup>nd</sup> week select the date and location
- F. Set the New Member Induction Ceremony date for 1 week after the NOW Dinner
- G. Plan 1 or 2 service projects to be conducted right after the NOW Dinner
- H. Update club brochures
- I. Order Membership applications and other OI supplies desired for use
- J. Name tags and table favors
- K. Start collecting door prizes for the NOW Dinner guests
- L. Get NOW promotional forms ready to present to club members
- M. Decide what dignitaries you want to invite to NOW Dinner (if any)

### **Week 3**

- A. Present the NOW Dinner date to club members. Make this a full program for that meeting.
- B. Explain the details of how the NOW Dinner process works.
- C. Educate members on how easy their part is. They nominate guests...YOU make the calls
- D. Explain how to use the ABC handout
- E. Explains the NOW Dinner Guest form. What information you need and why.
- F. Make sure they know what you want them to do and by when.

### **Week 4**

- A. Repeat most of week #3
- B. Make individual contacts with members one-on-one about more names
- C. Select Greeters, Table Hosts, and presenters (If not already done)

### **Week 5**

- A. Repeat weeks 3 & 4
- B. Prepare and mail invitations.
- C. Begin phone calls to guests

### **Week 6**

- A. Update members on the progress (keep them excited about their part in the success)
- B. Ask for any more names to invite
- C. Continue calling guests. Some may need more than one call to keep their interest.
- D. Meet with Greeters, Table Hosts, and Presenters to go over their part in the agenda

### **Week 7**

- A. Update club members on progress
- B. Ask for any more names to invite
- C. Finalize arrangements at dinner location
- D. Final calling of any guests that need a reminder call

### **Week 8**

NOW Dinner Event takes place!

Make follow-up calls the next day to guests that were invited that did not show up. Invite them to attend your club's next regular meeting

Send "Congratulations Letter" to all new members

Send a thank you to all guests that did not join. Invite them to your next club meeting

### **Week 9**

New Member Installation Ceremony at next regular club meeting

Recognize sponsor members for contributing to the clubs growth in membership

Brief new members on the two projects that are coming up

### **Week 10**

New members and their sponsors are involved in service projects

NOW Committee set date for the next NOW Dinner

Announce the date for the next NOW Dinner to club members

To help insure success members of the N.O.W. Committee should have sales experience of one type or another, insurance, direct sales, and people that know and realize the rejection is part of the normal process in sales and recruiting new members. Only 7% of Optimist members recruit the current new members in Optimist International. What if we could increase that percentage to 14%, just think of the number of additional children we would be able serve in each community.

Some members are not good new member recruiters, and that is a fact. Just like not all members like each and every project that your Club conducts and only work on projects they enjoy or have an interest in. But, by working within the T.E.A.M. approach they can still submit names of people that would make great members without have to face the fear of rejection from friends, co-workers or family.

Recruiting is just like the profession of sales it is a numbers game, I'll use the example below:

100 called invited – 50 will attend – out of the 50 – 75% of the 50 are good solid prospective members or 37 new members. Here is something else to think about out of the 13 that didn't sign up that evening *20% of them will if they are asked within 3 days* of the N.O.W. Event. Some people like to digest what they have seen and heard during the N.O.W. program.

## **N.O.W. In Three Easy Steps** (As Easy As One, Two, Three)

If you wanted to bake a cake, would most people choose to make it from scratch...or a box mix? Well, most people would choose the box mix because it is simple, quick, and tastes good every time!

Betty Crocker, Duncan Hines and Jiffy use 3 simple steps to make a delicious cake:

1. **HEAT**...the oven and get it ready to use.
2. **BEAT**...the ingredients together into the right mixture
3. **BAKE**...the batter into a delicious cake.

Coincidentally, there are only 3 simple steps to planning a successful NOW event:

1. **PROMOTE** the NOW event to the club's members (**HEAT** the members up. Get them excited about how they can contribute to the club's membership growth plan)
  2. **INVITE**. Explain the NOW dinner invitation process (**BEAT**: stir things up by inviting and calling the prospects, let them know you are interested in them. Establish a relationship with them)
  3. **NOW DINNER**: (**BAKE** the entire mix of projects and programs together so it smells good, looks good and tastes good. During the dinner the guests will be able to tell the Optimist Club is a great place to help kids and make new friends)
- 
1. **PROMOTE**: Educate your members on how the NOW program works. The main ingredient that makes this work is the members nominate high quality prospects. People like themselves who have an interest in serving their community and kids! This is very important ingredient to make sure that the quality and quantity of names are there. Explain to them the NOW program is a "Packaged recipe" for successful membership growth and they are the key to its success.

Give the membership a general idea how the NOW process works. Show them you have a plan. Convince them this will work, but you need their help.

A BIG ingredient that you must show the members is this NOW program removes the most dreaded part...asking our members to invite someone to a meeting themselves. The fear of rejection is worse than having a tooth pulled. With this program, all they have to do is provide us (the NOW committee) with names of their friends, co-workers, relatives, and neighbors...we'll do the rest. Generally only 7% of our Optimist members recruit new members because they are afraid to ask someone. You will probably get at least half of your members to nominate guests using this method!

Show them the ABC list and explain how to use it. This will help them think of people they already know that have not crossed their mind to invite. Go over this every week as you talk about the NOW dinner coming up. I don't think you can get too many nominations...can you?

Show them the invitation letter you will be sending to their guests. Assure them that your follow-up call to them will be tasteful and friendly.

You should make personal requests to individual members, one-on-one. Ask them directly in private to help you! Ask certain ones if they could come up with at least 5 names. Ask some to think of couples they know that like to do things together. Or, think of singles that are looking for new contacts in life.

- 2. INVITE:** Mail all of the invitation letters at the same time. Follow-up with phone calls to every prospect 1-3 days after the mailing. It's best to contact them as soon as they get the letter while they still remember it and associate it with you.

It is suggested that one person do ALL of the phoning. Make sure this person is comfortable on the phone and has good people skills. This will assure a high quality follow-up with a positive message. That person will also develop a feel for the prospects and be able to connect with them better.

You will note the prospect list asks for "personal info". This is to give the phone caller some insight to the person they are calling. It provides a way for them to connect quickly. It turns the call from a "cold call" to more of a "warm call". You should always use the sponsor's name as you introduce yourself. These ideas will help you build a relationship with the new person.

The invitation letters, and effective follow-up calls are crucial to getting a high percentage of the prospects to show up at the dinner.

In some cases it is beneficial to call the sponsors and let them know how the phone calls to their nominees went. This keeps the sponsors excited about their part in the process. If you ask, sometimes they will give you more names to invite....but you have to ask!

Occasionally you can even get names from the guests as you visit with them on your phone call. Look for opportunities to call back on those that you think might help that way.

- 3. NOW DINNER:** The dinner is like actually baking the cake. I HIGHLY recommend the dinner to be an evening dinner event regardless when your club normally meets.

The entire evening's event should be no longer than 2 hours....start to finish! Do not "Bake the cake too long"! Sample times: 6:00pm Social meet and greet"

6:30 pm Dinner

7:00 pm NOW presentations

Have designated "Greeters" at the door to welcome guests, help them with name tags, introductions and seating arrangements.

Have designated "Table Hosts" assigned to each table. They should make sure that everyone at their table is introduced, has a club brochure, an application and made to feel welcome. The Table Host is selected in advance. They should have good people skills. They help the guest to feel welcome and help fill out the application.

Have the entire agenda planned in advance. Follow it! You will see in the sample agenda, we talk about "our club's projects" not the history of OI or how many districts there are. Your guests want to know, what does this Optimist Club do to help kids here in our community! They need to understand and feel strongly that there is value in what we do as Optimists and that our goals are worthy of their time and meets their interests also!

The presentations on club projects are given by a club member that was very involved in that project. Their passion and enthusiasm will shine! The guests will pick up on that! Allow each presenter TWO MINUTES!!!! Any more....and it gets old fast. We have a lot of ground to cover. A variety of projects shows the guests that we are broad-based and have something for everyone. These speakers are chosen in advance and given guidance on the topic and time allowed for their presentation.

One presenter will talk for 2 minutes about your club's meeting time and place, programs, social activities, newsletter, etc. Brief and to the point.

The speaker, "Why I am an Optimist" need to be someone that in 2-3 minutes can really connect with the guests and make them want to be one of us too! They need to be able to show passion and enthusiasm, but be genuine and sincere.

Questions & Answers Session: This is where you will be open for questions...and ask for the applications by inviting them to share with us what we do to help bring out the best in kids. Assume they want to join us. Let them know this is when they can fill in the form what address they would like their magazine and newsletter mailed to. Ask to collect their application and check so they can get started right away.

Hold them at this point by giving door prizes (small gifts of some kind). Give a door prize ticket to every guest...make sure you have enough door prizes that every guest "wins" a door prize. The idea that they might win something keeps them at their table longer, gives us more time to get their application filled out.

Have key people circulating around the room to help fill out applications.

Right after the event...ALWAYS do follow-up calls with invited guests that did not show up at the dinner. Invite them to your next regular meeting. You will pick up a few more this way.

Send the "Congratulations Letter" immediately after the NOW dinner. The New Member Induction Ceremony date should already be set and held soon after the dinner at a regular club meeting. Please include the sponsors and recognize them for their service and commitment to growth.

Right after the ceremony, brief the new members and sponsors on how they can participate in the club's next project right away. Get commitments if you can.

# **Optimist Club of Your Town**

**N.O.W. Dinner  
(New Optimists Welcome)**

**March 30, 2009**

**Community Country Club**

**Social : 6:00 p.m.**

**Dinner : 6:30 p.m.**



**Forward Guest's Names To:  
Your Name 123-456-0000  
Fax: 123-000-000  
yourname@computer.com**

# ABC Optimist

## Prospect List

Abstractors	Brake Service	Draperies	Health Care	Navigation	Recreation	Theatres
Academics	Breeders	Druggists	Heating	Newspaper	Refrigeration	Therapists
Administrators	Broadcasters	Dry Goods	Home	Business	Rental Equipment	Tiles
Coaches	Brokers	Duplicating	Appliances	Editors	Research	Tires
Staff	Brushes	Economists	Furnishings	Office	Restaurants	Tobacco
Teachers	Builders	Editors	Improvement	Publishers	Roofers	Tools
Accountants	Building	Education	Hotels	Distributors	Rubber Products	Tourism
Acoustical	Materials	Electric	Ice	Notary Public	Sales	Towel Services
Products	Bus Lines	Companies	Import	Novelties	Sand	Trade
Actuaries	Butchers	Electrical	Information	Nurseries	Savings & Loan	Trailers
Adjusters	Cabinets	Contractors	Services	Office Equipment	Associations	Transportation
Advertising	Camping	Electronics	Insulation	Oil	Saws	Travel Agents
Aerospace	Candies	Employment	Insurance	Opticians	Scales	Trees
Aging Service	Carpenters	Agencies	Investments	Office Staff	Schools	Trucking
Agriculture	Carpets	Energy	Iron	Packing Houses	Scientists	Trucks
Air Conditioning	Cash Registers	Engineers	Jewelers	Paint	Security	Trust Companies
Air Lines	Castings	Engines	Laboratories	Contractors	Security Systems	Typewriters
Air Traffic	Chairs	Excavating	Law	Sales	Seeds	Uniforms
Controllers	Chemicals	Export	Enforcement	Paper Products	Service Stations	Unions
Alcohol Treatment	Child Care	Factories	Lawn	Pawn Brokers	Sheet Metal	Upholstery
Ambulance	Chiropractors	Farm Sales	Care	Personnel	Shoes	Utilities
Services	Churches	Farmers	Sales	Management	Siding	Vacuum
Antique Dealers	City Officers	Federal Offices	Leather	Staffing	Signs	Cleaners
Architects	Cleaners	Feed	Legislators	Pest Control	Social Service	Vending
Armed Forces	Clergy	Fences	Lenses	Pets	Sporting Goods	Machines
Asphalt	Clocks	Fertilizers	Libraries	Pharmacists	Manufacturing	Venetian Blinds
Associations	Clothing	Financing	Linens	Photographers	Retail	Veterans
Athletics	Coal	Fish	Liquors	Physical Fitness	State Officers	Veterinarians
Attorneys	Coffee	Fixtures	Live Stock	Physicians/	Stations	Video
Auctioneers	Collection	Flooring	Loans	Surgeons	Steel	Equipment
Automobiles	Agencies	Florists	Locksmiths	Pianos	Stock Yards	Wall Coverings
Body Work	Colleges	Food Products	Luggage	Pilots	Stocks/Bonds	Warehousing
Dealers	Communications	Food Services	Lumber	Pipes	Stokers	Water
Painting	Computers	Freight	Machine Shops	Plastic	Stones	Companies
Parts	Consultants	Funeral Directors	Magazine	Manufacturers	Storage	Welding
Repair Shops	Contractors	Furnaces	Sales	Products	Storm Windows	Windows
Awnings	County Officers	Furniture	Mail Order	Plating	Stoves	Word
Bakeries	Credit	Furs	Manufacturing	Plumbing	Surgeons	Processing
Banking	Dairy Products	Garages	Marketing	Plywood	Surgical Supplies	Wrecking
Barbers	Data Processing	Gasoline	Meats	Podiatrist	Surveyors	Writers
Batteries	Decorators	Generators	Merchandising	Police	Swimming Pools	X Ray
Beauty Shops	Delivery	Gifts	Merchants	Pollution Control	TV/Radio	Zoologists
Beer	Demolition	Golf	Metal Workers	Poultry	Tables	
Beverages	Dental	Courses	Millwork	Printers	Tailors	
Bicycles	Laboratories	Driving	Mirrors	Produce	Tanks	
Blue Printing	Dentists	Ranges	Mobile Homes	Property	Taxes	
Boats	Department	Retail Sales	Monuments	Management	Taxicabs	
Bonds	Stores	Government	Mortgages	Public Utilities	Teachers	
Bookkeeping	Designers	Grains	Motels	Publishers	Telecommunication	
Books	Detective	Grocers	Motorcycles	Quality Control	Telemarketing	
Bottlers	Agencies	Guns	Motors	Radio/Television	Telephone	
Bowling	Direct Mail	Guttering	Movers	Radios	Televisions	
Boxes	Doctors	Hardware	Museums	Railroads	Tennis Clubs	
Boys Wear	Doors	Hauling	Music	Real Estate	Textiles	

**OPTIMIST CLUB OF YOUR TOWN**  
**N.O.W. DINNER GUESTS**  
**DATE: \_\_\_\_\_**

**Sponsor** \_\_\_\_\_

**Phone: (H)** \_\_\_\_\_ **(W)** \_\_\_\_\_

**1. Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_

**Phone: (H)** \_\_\_\_\_ **(W)** \_\_\_\_\_  
**Personal Info:** \_\_\_\_\_

**2. Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_

**Phone: (H)** \_\_\_\_\_ **(W)** \_\_\_\_\_  
**Personal Info:** \_\_\_\_\_

**3. Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_

**Phone: (H)** \_\_\_\_\_ **(W)** \_\_\_\_\_  
**Personal Info:** \_\_\_\_\_

**4. Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_

**Phone: (H)** \_\_\_\_\_ **(W)** \_\_\_\_\_  
**Personal Info:** \_\_\_\_\_

**5. Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_

**Phone: (H)** \_\_\_\_\_ **(W)** \_\_\_\_\_  
**Personal Info:** \_\_\_\_\_



## OPTIMIST CLUB OF YOUR TOWN

May 5, 2007

Jerry Jones  
16511 Ready Road  
Your Town, CA 91234

Dear Jerry,

The Optimist Club of Your Town takes pride in the quality of its membership and fills vacancies with men and women recommended by our members.

One of our members, Arnie Williams, has recommended you as a person of integrity who has an interest in the community. Based on this recommendation, our board of directors has granted their approval for us to invite you to become a club member.

The Optimist Club Your Town, now 58 years old, attempts to be of service to youth in our community. Our club is a member of Optimist International, one of the best established and largest organizations of service clubs.

We would like to share information on the club's activities and goals with you. For this reason, we hope you will be our guest for dinner on Tuesday, July 17, 2007 at the Community Club House. Social will begin at 6:00 PM; dinner will be at 6:30 PM. We will conclude no later than 8:30 PM.

Prior to the meeting, to serve as a reminder and to be sure you can attend; you will be contacted by one of our members.

We anticipate meeting you and sharing the fellowship, programs and activities of our club.

Sincerely yours,

Roger Wilson  
President  
123-210-0000

Tom Denton  
Membership Chair  
123-567-0000

# Agenda "N.O.W." Dinner

TIME		NAME
_____	Call to Order	_____
_____	Invocation	_____
_____	Pledge	_____
_____	Meal Service	
_____	Welcome and Purpose of Meeting	_____
_____	Introduction of Guests and Members	_____
_____	Presentation of Club Projects (2 Minutes each)	
	Your Project	_____
	Your Project	_____
	Your Project	_____
	Your Project	_____
	Your Project	_____
	Your Project	_____
	Your Project	_____
	Your Project	_____
_____	Presentation on Club Meetings (2 minutes)	_____
_____	Why I am an Optimist	_____
_____	Questions & Answers – Ask for Applications	_____
_____	Door Prize Drawings	_____
_____	Adjourn with the Optimist Creed	_____

Chris Christopher  
2901 Centennial Drive  
Any town, USA 000000

Dear Chris,

***Congratulations!*** Your membership in the Optimist Club of Your Town has been approved.

To honor you, it is requested that you and your sponsor attend a special *Installation of New Members Ceremony*. This event will be held at our regular meeting Day, Date at the Community Country Club. Lunch will be served at 12:00 p.m.

The Optimist Club of Your Town is committed to bringing out the best in kids through a variety of service projects. Your support will help make it possible to serve more kids, right here, right now!

We look forward to seeing you on Day, Date. If you have any questions, please feel free to call.

Your Name  
President  
123-456-7899

## **Follow up NOW!**

Even though the N.O.W. event has come and gone follow up is still needed to finalize the event.

1. Call the people that were invited but could not attend.
2. Follow –up and call those that attended but did not join on the night of the N.O.W. program.
3. You maybe surprised how many will join if you follow-up with these people.
4. Some people actually think that they will have to wait until the next N.O.W. event to become a member.
5. This little extra effort can pay big dividends for your Club, more importantly the new members and most importantly the children in your community.

One last thought. Maybe the new members spouse would also like to be a member of your Club. You never know unless you “Just Ask!”

## **You’re Not Done Yet!**

Just a few more things to do to insure you have a happy and productive new member.

1. Induct the New member(s) into your Optimist Club. Make it a special event invite the Governor and your Lt. Governor and ask them to be a part of their special evening.
2. Supply each member with a packet of further information about your club, when each project and event is conducted, Zone and District events should be included. Provide each member with a skills survey where each member can list the skills, talents and resources that they are willing to share, include on the survey projects and club duties in which they have an interest.
3. Get Them Busy! When NOW!!! They joined to help.....let them do so.
4. Keep them informed via newsletters and phone calls if they can’t attend your weekly or bi-monthly meetings.

## NEW MEMBER RETENTION TIPS

1. Why did you join your Optimist Club? Number one answer to serve the children, to make a difference.
2. Why do you stay a member in your Optimist Club? Number one answer fellowship, you have made new friends and enjoy the FUN meetings.

New members are looking for the same thing! They joined for the same reasons, the opportunity to make a difference and new friends in a fun atmosphere.

So, recruitment isn't enough. We must make our new friends feel welcomed by installing them in our Club; they are now one of us. We must give new members some meaningful activities to work with. That is why they joined, right?

Are you having fun Club meetings or are they well, a little drab and dreary?

Make everyone feel welcomed by greeting them

Host a member of the week, or month

Let them brag about themselves, where they work, hobbies, family, etc.

Entertain guest speakers that add value to your meetings.

Today more than ever if we expect people to invest their time in another *meeting*, we better do a *great job* to insure that *their investment of time is worth in investing*.

The key to successful membership recruitment is to keep the members you have happy and fulfilled with meaningful activities and meetings that are worthwhile. Happy members recruit new members, on the other hand unsatisfied members leave taking with them friends.