

NOW PROGRAM



NOW

The NOW Planning Guide

- 1) Plan your program well ahead of time. Discuss the program with your board of directors and with membership.**
- 2) Give each member some member prospect sheets(included in this package) and explain the program to them.**
- 3) A breakfast or brunch is suggested, however dinners work well also. Coffee and snacks can also be used. Make your choice according to your budget.**
- 4) Book your District NOW Chairperson early so he/she can make arrangements to attend and to arrange for speakers. (NOW Chairman is Larry Wolfe (519) 695-2728)**
- 5) Send out letters to new prospective members inviting them to the NOW program. (Sample letter on page two)**
- 6) Contact prospects one week after letter has gone out. Ask if they have received letter and if the plan to attend.**
- 7) Contact all prospects a day or two before the program and insist that one of your members will pick them up. This is very, very important.**
- 8) Name cards can be used at tables to assure proper seating arrangements. Try to alternate prospective new members with old members.**
- 9) Don't keep the prospects too long. Hold the program down to approximately one hour. Have social time after for those who wish to stay longer.**

- 10) Be sure to have plenty of promotional materials available *as well as* your club scrap books, CPA books, award banners and other awards and certificates.**
- 11) At the door all prospects will be greeted and introduced to other members and prospects in attendance.**
- 12) Have a supply of application forms with you. Get them from the chairperson or your sec/treas. (Very important)**
- 13) Act enthusiastic, be enthusiastic.**
- 14) Don't clique with current members. Host and talk to prospects.**
- 15) Contact people that could not attend this program and invite them to the next meeting within a week after the program.**
- 16) Make the NOW program an annual event. I personally guarantee that you will have no problem with membership ever again.**

OPTIMIST CLUB OF ATOWN
ATOWN, ONTARIO
MAY 11, 2005

Mr Samuel Anderson
3456 First Street
Atown, On
A0B 1C3

Dear Mr. Anderson

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

One of our members has recommended you as a person of integrity and with an interest in the community Based upon this recommendation our board of directors has granted their approval for us to invite you to become a dub member

The Optimist Club of Atown, now ten years old, attempts to be of service to youth and community The Club is a member of Optimist International, one of best established and largest federations of service clubs.

We would like to share information on the club's activities and goals with you and other community leaders. For this reason, we hope you will be our guest for dinner on Thursday May 26 at the Salad Bowl Restaurant on Main Street. We will be meeting at 6:00pm and conclude no later than 8:00pm.

Prior to the meeting, to serve as a reminder and to be sure you can attend, you will be contacted by our member, Tom Wright.

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

Yours in Optimism

Simon Pearson
Simon Pearson
Membership Committee Chair

NOW PLANNING SCHEDULE

PROPOSED DATE: _____

PLACE: _____

- 1) Presented to the board and approved.....5 weeks prior
- 2) Presented to membership.....4 weeks prior
- 3) Present members with prospect sheets to list their prospects
and present members with list of expectations.....4 weeks prior
- 4) Invite District NOW Chair and speakers.....3 weeks prior
- 5) Collect prospect sheets from members.....2 weeks prior
- 6) Send letters to prospects.....2 weeks prior
- 7) Confirm speakers and prepare program.....2 weeks prior
- 8) Contact club members. Remind them to call prospects....1 week prior
- 9) Pick up the prospective new members.
- 10) Contact prospects who did not sign up..... within 1 week after
program.

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NOW PROGRAM **AGENDA**

TIME:

DATE:

PLACE:

- 8:00 am** Fellowship
- 9:00 am** Hail to Optimism..... Club member
- 9:03 am** Invocation..... Club member
- 9:05 am** Meal Service
- 9:35 am** Introductions..... Chairperson
- 9:40 am** Club History.....Club historian
- 9:50 am** Current and future projects..... Club President
- Hand meeting over to District NOW Chairperson**
- 10:00 am** Optimist video
- 10:10 am** Optimist (who, what, when, why)...District person
- 10:30 am** Wrap up talk.....District NOW Chairperson

ADJOURN

PROSPECT LIST; PLEASE TURN IN TO THE NOW CHAIR BY
NAME..... DATE.....
ADDRESS.....
CITY.....HOME PHONE.....
TYPE OF WORKBUS.PHONE.....
SPONSOR
NOTES

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