

JUST
REMEMBER...



- 🎵 **Do** Greet potential Members with enthusiasm.
- 🎵 **Do** Have your introductory remarks prepared ... after all, practice makes perfect.
- 🎵 **Do** Use these examples as springboards in preparing an introduction that's 10-15 seconds in length. That's your "hook."
- 🎵 **Do** Let the prospect's answers guide conversation.
- 🎵 **Do** Remember our mission statement, "By providing hope and a positive vision, Optimists Bring Out the Best in Kids!"
- 🎵 **Do** Give a potential Member an application and information about your Club and invite him/her to a meeting or event.
- 🎵 **Refrain From** Pressuring potential Members. Let them guide you to their interests.
- 🎵 **Refrain From** Starting off by talking about "checks" and "apps." These are potential Members, not just another check and app.
- 🎵 **Refrain From** Using the Optimist lingo (CCC, BOE, GOVERNOR, etc ...) They do not know what these terms mean.



ROCK
ON!



OPTIMIST
INTERNATIONAL

Presents...

THE SMASH
HIT... JUST
ASK!



JUST

If you're talking with a **potential new Optimist**, introduce yourself and belt out the first verse of your **Optimist song**.

My name is _____, and I volunteer with **Optimist International**. We're a community-based service organization committed to **Bringing Out the Best in Kids** by creating a more optimistic future.

Now let the potential Member have **time to respond** and ask questions before you **jump back in for the chorus**. (We know you're excited, but you'll have time to respond shortly.)

ASK!

Invite your potential Member to your next regularly scheduled meeting or upcoming service project – whichever you think will have the most impact.

Be ready to answer questions your potential Member may have. Have information about your Club ready. And whatever you do, make sure you have a membership application on hand.

- 🎵 Be a mentor.
- 🎵 Make the new Member feel important ... recognize them in front of other Club Members.
- 🎵 When your Member joins, stick to them like glue!
- 🎵 Introduce yourself to other new Members.
- 🎵 Think retention from the start.

Still not sure what lyric to try with potential new Members of Optimist International? Why not try these classic beats ...

- 🎵 How would you like to make a difference in the life of a child?
- 🎵 Are you interested in making our community a better place to live?
- 🎵 Would you like to volunteer your time to help others?
- 🎵 When you were a kid, did an adult make a difference in your life?

