

Strategic Planning

New Club Development

New Club Development Initiatives need to take on a multi year approach in the Iowa District to kick start and maintain multiple new club projects for the next three to five years. New Club projects are a major component for the financial health of the Iowa District. But equally if not more important is the additional opportunities children will have for a better life thanks to the Optimist Club in their community.

1. Teamwork. The district should consider establishing, on a yearly basis, new club development teams to serve the three geographic regions of the district; east, central and west. Team members will do nothing else in the administrative year besides new club projects. Team members are selected through volunteer requests and appointments by the incoming governor. These teams should spearhead new club development projects in their specific region and personally work on a project during the administrative year. The teams will report on a monthly basis to the district new club building chair via a means determined by the chair. In addition, the committee also recommends creation of a team to conduct the follow up to the new club process. A member of this team would go to work after the NCB project has been completed to help shepherd the new club during its early months of development. This follow up could be done in person or via electronic means if the distance between the new club and the follow up team member prohibits regular in person visit.
2. Targeted Areas. The appointed regional teams, before the beginning of the administrative year, should establish target markets to pursue new club development initiatives. These target markets need not be close to potential sponsor clubs. The strategic planning committee recommends at least one project in each region be located in an area of the district north of Highway

20. This would establish an Optimist presence in areas of the district where no presence exists.
3. Reserve Funding. The Iowa District has amassed a reserve fund of more than \$ 50,000. The committee is recommending the district designate a minimum of \$3,000 per administrative year to cover some of the costs of the NCB initiative. This would be in addition to the \$2,000 that has been budgeted annually for new club development. These funds can help with transportation and housing costs for the new club development teams who are in the field. The financial support from the district for this initiative is critical for the success of the effort and will encourage more Optimists to volunteer their time if they know that at least a portion of their expenses will be reimbursed.
 4. Training. The committee is recommending an annual training program at the first quarter meeting for new club developers. This should be targeted toward people who have not been involved in an Optimist Club development project. The committee feels strongly about the training component as part of the strategic plan in order to create new teams of people who understand the need for new club initiatives, want to be a part of the growth of the Iowa District and want to know how to do it properly.
 5. Development Goals. The committee strongly believes of the need to set goals for new club development in order for the strategic plan to succeed. While each administration can set its own goals, the committee is recommending a bench mark of six new clubs per year. We believe this will be the easy attainable if the aforementioned recommendations are adopted.