

### 3-5-16 Honoring our Heroes - New OI Membership Recruitment Program

Our OI President Dave Bruns recently announced a new membership recruitment program, Honoring Our Heroes. Details of the program are presented in the following email I received from President Dave. It is an exciting program that provides Optimist clubs an excellent opportunity to increase their membership rolls. More members enable clubs to be a better position to enhance the lives of youth in their respective communities. If you have any questions about this program, give me a call. (563) 340-6594. Yours in Optimism. Governor Dave

---

Real heroes don't wear capes. Real heroes don't stand on stages in the spotlight. Real heroes don't wear their names on the back of jerseys. Instead, real heroes are ordinary people who give their lives to causes bigger than themselves.

Unfortunately, we often take for granted our real heroes--those who strive each day to teach our children, to protect our safety, and to defend our freedom. In the words of Maya Angelou, it is important that we *"recognize and celebrate our heroes and she-roses!"*

In order to show our gratitude for these real life heroes, Optimist International has created the **Honoring Our Heroes** program to run from March 1st to June 30th. During the next four months, Optimist Clubs that add a Member from one of these three "Optimist Hero" categories--educators, public safety officers, and active duty military personnel or veterans--may add a second Member from one of these categories without paying International dues for the first year.

In other words, each Optimist Club can bring in up to three "Optimist Heroes" and bring in three complimentary "Optimist Heroes" as Members--for a total of six new Members--under this program. In addition, to help our Clubs reach out to and honor these heroes, Optimist International will be offering ideas for service projects and other events on our website. You can also honor your favorite "Optimist Hero" by posting a photo, video or comment on social media along with the hashtag **#OptimistHero**.

Although we recognize that there are many other categories of real life heroes who deserve our gratitude--and I personally believe that every Optimist Member is a hero because we serve a cause greater than ourselves--these three groups were specifically chosen in response to suggestions we received from our Membership.

As such, it is our sincere hope that all of our Clubs around the Optimist world take advantage of the **Honoring Our Heroes** program to show gratitude and respect to our local real-life heroes. By doing so, we will not only be recognizing and celebrating our heroes and she-roses, we will also be strengthening our Clubs and, in turn, our communities.

Thank you for all that you do to make the world a better place--one community and one child at a time--and please join me in Honoring Our Heroes--Right Here, Right Now!

[\*\*>>Honoring Our Heroes Details, Criteria and Rules\*\*](#)



Yours in Optimism,

A handwritten signature in black ink that reads "Dave".

Dave Bruns  
2015-16 Optimist International President