

Recruitment/Retention Incentives

Individual Member Recruitment Incentives

Criteria: With each new member recruited (to include Friends of Optimist), the recruiter's name will be included in a drawing. Recruit 3 new members, a bonus of two additional entries will be included. Recruit 5 new members, a bonus of 3 additional entries will be included.

For the 1st half of the program year, a name will be drawn at the 3rd Quarter Conference and awarded a 50-inch LED television

For the 2nd half of the program year, a name will be drawn at the 1st Quarter Conference in October (2020-2021 Program Year) and awarded a 50-inch LED television. The entry box is emptied at the end of the 1st half of the program year.

The leading recruiter for each quarter will be awarded a hand-turned (by Carl McCarthy) OI pen.

Overall leading recruiter for the program year will be awarded an OI stepping stone.

Lt. Governor Recruitment Incentives

Lt. Governor having the highest % of net membership growth for the 1st half of the program year will receive an OI stepping stone.

Lt. Governor having the highest % of net membership growth for the 2nd half of the program year will receive an OI stepping stone. (one stone per Lt. Governor- a \$75 gift card will be awarded if the same Lt. Governor had the highest % for the 1st half of the year.)

Lt. Governor having the highest % of net membership growth for the entire year will be awarded a hand-turned (by Carl McCarthy) OI pen

Lt. Governor Retention Incentives

Lt. Governor having the highest % of membership retention in his/her respective Zone at the end of the program year will be awarded an OI stepping stone (or a gift card for \$75 if he/she has already won a stepping stone under the Recruitment Incentive). To be eligible for this award, the Zone must have recruited at least 8 new members during the program year.

Club Recruitment Incentives

Club having the highest % of net membership growth for the program year will be awarded a \$250 grant to be used to fund a youth project in their local community

Club Retention Incentives

Club having the highest retention rate at the end of the program year will be awarded a \$250 grant to fund a youth project in their local community. To be eligible for this award, the club must have recruited at least 3 new members (Friends of Optimist included)