

PROFESSIONAL DEVELOPMENT PROGRAM

Member Name: _____ Club/Mbr #: _____ Date: _____

LEVEL I - BRONZE

| | | |
|-------|-------------------------------------|--|
| _____ | PROJECT MANAGMENT: | Participate in a community service activity |
| _____ | MARKETING: | Learn how to write a communique/Press Release |
| _____ | CONTINUOUS IMPROVEMENT: | Give a short presentation on "How Optimism Can Make a Better World" or "Optimism as a Way of Life" |
| _____ | ORGANIZATIONAL KNOWLEDGE & CULTURE: | Learn the 5 purposes of an Optimist Club |
| _____ | COMMUNICATION SKILLS: | Introduce of a new Member or a guest at a Club meeting/activity. |
| _____ | CERTIFICATION: | All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or Club PGI/PDP chair in the Member's Record |

LEVEL II - GREEN

| | | |
|-------|-------------------------------------|--|
| _____ | PROJECT MANAGEMENT: | Serve as a project committee member |
| _____ | MARKETING: | Prepare a Communique/Press Release for a specific event |
| _____ | CONTINUOUS IMPROVEMENT: | Make a short presentation at a Club meeting about why a prospective member should join your club |
| _____ | ORGANIZATIONAL KNOWLEDGE & CULTURE: | Know Optimist International, District, Zone and Club structures |
| _____ | COMMUNICATION SKILLS: | Write a brief description of a favorite Club project and submit it for either the Club newsletter or the Club Website/Facebook Page |
| _____ | CERTIFICATION: | All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member's Record |

LEVEL III - BURGUNDY

| | | |
|-------|-------------------------------------|--|
| _____ | PROJECT MANAGEMENT: | Serve as a Chair for a community service or fundraising project and write a report about the project to give to the next Chair |
| _____ | MARKETING: | Learn to use Promotional tools (Newsletter, Outlook Mail, Gmail, Constant Contact...) to market your event |
| _____ | CONTINUOUS IMPROVEMENT: | Complete an Optimist Skills Module of your choice and schedule a presentation of the Skill at an Optimist Club or other meeting. |
| _____ | ORGANIZATIONAL KNOWLEDGE & CULTURE: | Make a presentation to your Club on the history of Optimist International. (Should use "Of Dream's and Deeds" website/book as a resource) |
| _____ | COMMUNICATION SKILLS: | Contact a Club Member that has been missing from Club meetings and events and offer to bring them to the next activity. Check with the Club President first. |
| _____ | CERTIFICATION: | All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member's Record |

Member Name: _____ Club/Mbr #: _____ Date: _____

LEVEL IV - BLUE

| | | |
|-------|-------------------------------------|--|
| _____ | PROJECT MANAGEMENT: | Serve as a Club Foundation Representative or a Club Chair of a Standing Committee |
| _____ | MARKETING: | Market an event using the Promotional tools |
| _____ | CONTINUOUS IMPROVEMENT: | Make the presentation on the "Continuous Improvement" Optimist Skill Module |
| _____ | ORGANIZATIONAL KNOWLEDGE & CULTURE: | Know the Officers of OI, District and Club (OI President, OI Vice President, District Governor, Lt. Governor & Club President) |
| _____ | COMMUNICATION SKILLS: | Attend a Zone meeting or visit another Club's meeting and share what is happening with your Club |
| _____ | CERTIFICATION: | All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member's Record |

LEVEL V - BLACK

| | | |
|-------|-------------------------------------|--|
| _____ | PROJECT MANAGEMENT: | Create a Project Plan including a budget for a new community project and present it to the Club Board of Directors |
| _____ | MARKETING: | Learn to use a form of Social Media (Facebook, Twitter, Instagram, LinkedIn...). |
| _____ | CONTINUOUS IMPROVEMENT: | Complete a Second Optimist Skills Module |
| _____ | ORGANIZATIONAL KNOWLEDGE & CULTURE: | Recite (by memory) the Optimist Creed |
| _____ | COMMUNICATION SKILLS: | Make a presentation at another Club's meeting, a Zone meeting or other community organization regarding a Club Service project that your club does. |
| _____ | CERTIFICATION: | All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or Club PGI/PDP Chair in the Member's Record |

LEVEL VI - PURPLE

| | | |
|-------|-------------------------------------|--|
| _____ | PROJECT MANAGEMENT: | Create a Project Plan including a budget for a new fundraising project and present it to the Club Board of Directors |
| _____ | MARKETING: | Market an event using Social Media |
| _____ | CONTINUOUS IMPROVEMENT: | Educate a new member(s) on the purposes and benefits of an Optimist Club and Optimist International to children, community and ourselves |
| _____ | ORGANIZATIONAL KNOWLEDGE & CULTURE: | Make a presentation on a program promoted by your Club, District or Optimist International |
| _____ | COMMUNICATION SKILLS: | Attend as a Club Representative at a District meeting. |
| _____ | CERTIFICATION: | All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP Chair, District Governor or District Secretary as appropriate in the Member's Record |

Member Name: _____ Club/Mbr #: _____ Date: _____

LEVEL VII - GOLD

- _____ PROJECT MANAGEMENT: Participate in the organization of a membership recruitment activity
_____ MARKETING: Learn how to create a short video
_____ CONTINUOUS
IMPROVEMENT: Serve on the Club Board of Directors, Club officer or Club officer-elect
_____ ORGANIZATIONAL
KNOWLEDGE & CULTURE: Make a presentation at a Club or Zone meeting about the District meeting/Convention you attended
- _____ COMMUNICATION
SKILLS: Submit a minimum of 250 written words about an upcoming Club event to either the District website or District Bulletin
_____ CERTIFICATION: All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP, Lt. Governor, District Secretary or District Webmaster as appropriate in the Member's Record

LEVEL VIII- ORANGE

- _____ PROJECT MANAGEMENT: Serve as Chair of a membership recruitment activity
_____ MARKETING: Be part of the team that creates a short video of an event and publish it on social media
_____ CONTINUOUS
IMPROVEMENT: Complete a third Optimist Skills Module
_____ ORGANIZATIONAL
KNOWLEDGE & CULTURE: Make a presentation at a Membership Recruitment Activity, Zone, or District Meeting about Optimist International
- _____ COMMUNICATION
SKILLS: Develop a presentation about a Club Project and present it at a meeting
_____ CERTIFICATION: All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP, Lt. Governor, District Secretary or District Meetings/Convention Chair or District LD chair as appropriate in the Member's Record

LEVEL IX- YELLOW

- _____ PROJECT MANAGEMENT: Serve as a District committee member
_____ MARKETING: Learn how to develop a Marketing Strategy and Plan
_____ CONTINUOUS
IMPROVEMENT: Complete a fourth Optimist Skills Module
_____ ORGANIZATIONAL
KNOWLEDGE & CULTURE: Make a Club or Zone presentation on behalf of a District Committee
- _____ COMMUNICATION
SKILLS: Provide training regarding District Leadership, District project or an Optimist Skills Module to a group outside of your Club.
_____ CERTIFICATION: All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP Chair, Lt. Governor, District PGI Chair, District Secretary, District LD Chair or District Governor as appropriate in the Member's Record

Member Name: _____ Club/Mbr #: _____ Date: _____

LEVEL X - RECOGNITION AT THE INTERNATIONAL CONVENTION THE YEAR OF OR THE YEAR IMMEDIATELY FOLLOWING WHEN LEVEL X WAS EARNED.

- _____ PROJECT MANAGEMENT: Chair a District Committee
_____ MARKETING: Create a Marketing Strategy and Plan for Club or District Project or Program
_____ CONTINUOUS IMPROVEMENT: Attend a Regional Leadership Development Conference or three training seminars/workshops at District Meetings, or three workshops at the International Convention
_____ ORGANIZATIONAL KNOWLEDGE & CULTURE: Conduct the Skills Development Module, "Orientation to Optimism for New Members", at a Club, Zone, or District meeting.
_____ COMMUNICATION SKILLS: Be part of the team that builds a new Club. Must attend 1 informational meeting and the organizational meeting
_____ CERTIFICATION: All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Lt. Governor, District PGI/PDP Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member's Record.

ADVANCED LEVELS OF PDP-ALL REQUIREMENTS MUST BE COMPLETED IN PAST 12 MONTHS AND LEVELS MUST BE WORKED ON CONSECUTIVELY

BRONZE PIN

- _____ PROJECT MANAGEMENT: Serve on a District Growth Committee (Membership, NCB, LD & Club Fitness)
_____ MARKETING: Promote strategy chosen by Committee above
_____ CONTINUOUS IMPROVEMENT: Assess your year on District Growth committee and report recommendations for continuous improvement in District growth.
_____ ORGANIZATIONAL KNOWLEDGE & CULTURE: Recruit 3 new members in a single Optimist Year.
_____ COMMUNICATION SKILLS: Present this Growth committee strategy to District Executive Committee or Board of Directors.
_____ CERTIFICATION: All activities in this level must be registered/certified by the, District Secretary, or District Governor as appropriate in the Member's Record.

SILVER PIN

- _____ PROJECT MANAGEMENT: Create and lead a team to build a New Club
_____ MARKETING: Create a marketing strategy to recruit a group of members for the new club
_____ CONTINUOUS IMPROVEMENT: Work with District Club Fitness advisor to develop a plan to administer the New Club Follow-up program within 90 days of Club being built.
_____ ORGANIZATIONAL KNOWLEDGE & CULTURE: Become a Builder of Excellence
_____ COMMUNICATION SKILLS: Informing and Instructing the community about the structure and importance of a New Club using diverse communication tools. Must use 2 different methods of communication. (Social media, Informational meetings etc.)
_____ CERTIFICATION: All activities in this level must be registered/certified by the, Governor, District Secretary, or District Governor as appropriate in the Member's Record.

Member Name: _____ Club/Mbr #: _____ Date: _____

GOLD PIN

| | | |
|-------|-------------------------------------|--|
| _____ | PROJECT MANAGEMENT: | Serve as the District PGI/PDP Chair, District Club Fitness Advisor Chair, or on Leadership Development Committee. |
| _____ | MARKETING: | Help create and submit an entry for the "Reel Optimism" video contest. |
| _____ | CONTINUOUS IMPROVEMENT: | Initiate the Follow-up plan for the new Club and send a progress report to the District Club Fitness Advisor. |
| _____ | ORGANIZATIONAL KNOWLEDGE & CULTURE: | Mentor another Member to achieve PGI level X |
| _____ | COMMUNICATION SKILLS: | Develop and present a workshop on PDP at a District meeting. |
| _____ | CERTIFICATION: | All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Lt. Governor, District PGI/PDP Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member's Record. |

SUGGESTED READING LIST

- "The Seven Habits of Highly Effective People" by Steven R. Covey
- "Good To Great" by Jim Collins
- "Who Moved My Cheese" by Spencer Johnson, M. D.
- "Start with Why" by Simon Sinek
- "Crucial Conversations by Kerry Patterson et. Al.
- "Tribes" by Seth Godin
- "Learned Optimism" by Martin Seligman
- "Authentic Happiness" by Martin Seligman
- "Flourish" by Martin Seligman
- "The Happiness Advantage" by Shawn Achor
- "Broadcasting Happiness" by Michelle Gielan
- "The How of Happiness" by Sonja Lyubomirsky

For questions or further information please contact:

Jackie Moore
Awards/Membership Manager
Optimist International
4494 Lindell Boulevard
Saint Louis, MO 63108
800-500-8130
Jackie.moore@optimist.org