

MARKETING PLAN FOR OPTIMIST INTERNATIONAL (OHIO DISTRICT)

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MARKETING PLAN STRUCTURE

- **Introduction**
 - **Situational Analysis/SWOT**
 - **Marketing Planning (“Strategy”) – Tgt.,
Obj, 4Ps**
 - **Implementation and Control**
 - **Appendix/Financial Analysis**
-

INTRODUCTION



Optimist International is a global organization of over 2,600 clubs dedicated to bringing out the best in kids in each of their respective locations. These clubs carry out service projects aimed at helping youth and empowering them to reach their potential. Annually, Optimist Clubs organize 65,000 projects, benefiting over six million young people worldwide.

Ohio District

52 active clubs , 1943 members

Membership : Different age groups , Affordable , Insightful, Supportive

Meet regularly to develop their leadership skills, share information, create unique ways to benefit the youth and making a difference at the end of the day.

CLUBS

Akron Breakfast Optimist Club
Bazetta-Cortland Optimist Club
Greene Optimist Club
Bellbrook Sugarcreek Optimist Club
Boardman Optimist Club
Brookfield Township Optimist Club
Brookville Optimist Club
Brunswick Optimist Club

Centerville South Metro Optimist Club
Centerville Noon Optimist Club
TOP Optimist Club
Castle Strong Optimist Club
Cleveland West Suburban Optimist
Club Conneaut Optimist Club
Covington Optimist Club
Dayton East Optimist Club
Huber Heights Optimist Club

Englewood Northmont
Optimist Club Dayton
Riverdale Optimist Club UD
Flyers Optimist Club
Optimist Club Delphos
Optimist Club Fairfield
Optimist Club Paragon
Optimist Club
Hamilton Youth Ranch
Optimist Club Hartford
Optimist Club
Hilliard Optimist Club Youth
Sports Kenton-Central Hardin
Optimist Club
Kettering Dor-wood Optimist
Club Kettering Noon Optimist
Club
We Care Arts Optimist Club
Lebanon Optimist Club
Lima Noon Optimist Club
Shawnee Optimist Club
Mansfield Noon Optimist Club
Monroe Area Optimist Club

New Carlisle Breakfast Optimist Club
Springfield Township Optimist Club
North Bloomfield Optimist Club
Putnam Optimist Club
Springboro Optimist Club
Springfield Optimist Club
Strongsville Optimist Club
Tipp-Monroe Optimist Club

Toledo-Westgate Optimist Club
Troy Noon Optimist Club
Upper Arlington Optimist Club
Van Wert Optimist Club
Vandalia-Butler Optimist Club
Wapakoneta Breakfast Optimist Club
Wapakoneta Noon Optimist Club
Lakota Optimist Club

MISSION & VISION



Mission Statement:

By providing hope and positive vision, Optimists bring out the best in kids



Vision Statement:

Optimist International will be recognized worldwide as the premier volunteer organization that values all children and helps them develop to their full potential



SWOT ANALYSIS

STRENGTHS

- Defined Mission and Vision
- Volunteer Commitment
- Global Presence

WEAKNESS

- Regular declining in Membership retention
- Resource Constraints
- Inconsistent Performance Among Clubs

SWOT ANALYSIS

OPPORTUNITIES

- Digital Engagement Potential
- Interest in Youth Leadership Development
- Expanding potential Partnerships
- Target Parents
- Focus on Global Challenges

STRENGTHS

- Resource Competition
- Economic Uncertainty
- Shifts in Demographics
- Volunteer Burnout Risk
- Technological Challenges

MARKETING PLANNING (Strategy) Tgt, Obj, 4Ps





TARGET MEMBERS

Young optimist (Under 16yrs)

This group are kids and teens who are energetic and eager to learn new things, therefore introducing these young children into volunteerism and community service at an early age will help them grow with the organization.



TARGET MEMBERS

Adolescents (17 & Above)

This age group is particularly interested in networking, career development, and gaining valuable life experiences, exposing them to volunteering will be embraced



TARGET MEMBERS

Adults (40yrs & Above)

Middle-aged to older adults who are looking for ways to give back to the community, offer mentorship, and become more involved in philanthropy, as well as having a strong interest in creating a legacy for future generations.

OBJECTIVES

- **Increase Membership**

Grow the overall membership by 20% in the next year by finding new members for service and leadership.

- **Boost Youth Participation**

Ensure that at least 50% of new members are between the ages of 16 and 25, focusing on leadership and volunteer opportunities for this age group.

- **Enhance Digital Presence**

Build a stronger digital presence, aiming for a 30% increase in social media followers and engagement within 6 months.

- **Increase Community Engagement**

Increase the number of service projects and community partnerships by 15% through collaboration with schools, universities, and local organizations



MARKETING MIX

PRODUCT

- Clubs for different age groups.
- Optimist Programs: scholarships, public speaking contest.
- Online and In-Person Events; digital workshops etc.

PLACE

- Physical Clubs ; Maintain a presence in communities, schools, universities, and local centers.
- Partnerships ; Work with local schools, universities, community organizations etc.
- Digital Channels; Utilize social media platforms



PRICE

- Membership Fees.
- Donations and Sponsorships
- Grants and Scholarships.

PROMOTION

- Testimonials and Success Stories to inspire new members to join.
- Traditional marketing.
- Email Communication.
- Targeted Advertising.
- Event Promotion; Highlight key Optimist events, such as leadership workshops
- Community Outreach

IMPLEMENTATION AND CONTROL



IMPLEMENTATION

Timeline

The marketing plan will be implemented over the next 12 months.

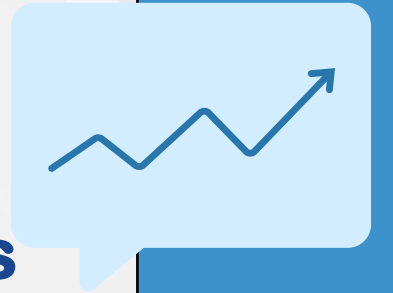
1. Develop and launch a digital campaign focused on membership recruitment for all age groups.
2. Begin partnerships with local schools and universities to promote Optimist programs, focusing on leadership contests and scholarships.
3. Organize local community service events targeting families, adolescents, and adults.
4. Evaluate the effectiveness of digital campaigns and engagement, adjusting strategies as needed.

date-time - year



CONTROL

date-time - year



Key Performance Indicators (KPIs)

- 1.Membership Growth:** Track the increase in membership numbers, focusing on new sign-ups for each age group.
- 2.Event Participation:** Monitor the attendance and engagement in Optimist-hosted events (both digital and in-person).
- 3.Digital Engagement:** Analyze metrics such as website traffic, social media followers, and interaction rates.
- 4.Funds Raised:** Track fundraising success and corporate sponsorships to support programming.
- 5.Feedback:** Collect feedback from members and volunteers to ensure satisfaction and continuous improvement

APPENDIX AND FINANCIAL ANALYSIS



ESTIMATED BUDGET

Digital Marketing Campaign: \$30,000 for website redesign, social media ads, and content creation.

2.Membership Materials: \$15,000 for brochures, flyers, and promotional items.

3.Event Costs: \$22,000 for hosting community events, including venue rental, logistics, and refreshments.

4.Club donations to the Kid in need and community development: \$60,000 annually to supply learning materials and support the community.

5.Contingency Fund: \$5,000 for unexpected costs.

Total Estimated Budget: \$132,000



FUNDING

1.Membership Fees: Anticipated revenue from 1,943 members at an average fee of \$60 per year: \$116,580

2.Donations and Sponsorships: Estimated at \$10,000 annually from corporate sponsors and community donors.

3.Fundraising Events: Estimated at \$6,000 from annual events and campaigns.

Total Projected Funding: \$132,580





HOPE LIVES HERE

THANK YOU !!