

# PROFESSIONAL DEVELOPMENT PROGRAM

## LEVEL I - BRONZE

_____	PROJECT MANAGMENT:	Participate in a community service activity
_____	MARKETING:	Learn how to write a communique/Press Release
_____	CONTINUOUS	Give a short presentation on “How Optimism Can Make a Better World” or “Optimism as a Way of Life”
_____	IMPROVEMENT:	Learn the 5 purposes of an Optimist Club
_____	ORGANIZATIONAL	
_____	KNOWLEDGE & CULTURE:	
_____	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 chair in the Member’s Passport

## LEVEL II - GREEN

_____	PROJECT MANAGEMENT:	Serve as a project committee member
_____	MARKETING:	Prepare a Communique/Press Release for a specific event
_____	CONTINUOUS	Make a short presentation at a Club meeting about why a prospective member should join your club
_____	IMPROVEMENT:	
_____	ORGANIZATIONAL	Know Optimist International, District, Zone and Club structures
_____	KNOWLEDGE & CULTURE:	
_____	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 Chair in the Member’s Passport

## 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	Complete an Optimist Skills Module of your choice and schedule a presentation of the Skill at an Optimist Club or Other meeting.
_____	IMPROVEMENT:	
_____	ORGANIZATIONAL	Make a presentation to your Club on the history of Optimist International. (Should use “Of Dream’s and Deeds” website/book as a resource)
_____	KNOWLEDGE & CULTURE:	
_____	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 Chair in the Member’s Passport

## 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	Make the presentation on the “Continuous Improvement” Optimist Skill Module
_____	IMPROVEMENT:	
_____	ORGANIZATIONAL	Know the Officers of OI, District and Club (OI President, OI Vice President, District Governor, Lt. Governor & Club President)
_____	KNOWLEDGE & CULTURE:	
_____	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 Chair in the Member’s Passport

## **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 Chair in the Member's Passport

## **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 Chair, District Governor or District Secretary as appropriate in the Member's Passport

## **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, Lt. Governor, District Secretary or District Webmaster as appropriate in the Member's Passport

## **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, Lt. Governor, District Secretary or District Meetings/Convention Chair or District LD chair as appropriate in the Member's Passport

## **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 Chair, Lt. Governor, District PGI Chair, District Secretary, District LD Chair or District Governor as appropriate in the Member's Passport

## **LEVEL X - SPECIAL LAPEL PIN BACKING AND 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 Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member's Passport.

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

### **BRONZE LEVEL**

_____	PROJECT MANAGEMENT:	Serve on a Distract Growth Committee (Membership, NCB, LD & Club Fitness)
_____	MARKETING:	Promote strategy chosen by Committee above
_____	CONTINUOUS IMPROVEMENT:	Asses 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 Passport.

### **SILVER LEVEL**

_____	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
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Follow-up program within 90 days of Club being built. Become a Builder of Excellence
_____	COMMUNICATION SKILLS:	Informing and Instructing the community about the structure and importance of a New

\_\_\_\_\_ CERTIFICATION:

Club using diverse communication tools. Must use 2 different methods of communication. (Social media, Informational meetings etc.)  
All activities in this level must be registered/certified by the Governor, District Secretary, or District Governor as appropriate in the Member's Passport.

## **GOLD LEVEL**

\_\_\_\_\_ PROJECT MANAGEMENT: Serve as the District PGI 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: Mentor another Member to achieve PGI level X

\_\_\_\_\_ KNOWLEDGE & CULTURE:

\_\_\_\_\_ COMMUNICATION SKILLS: Develop and present a workshop on PGI 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 Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member's Passport.

## **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:**

Stephanie Monschein  
Leadership Development & Growth  
Optimist International  
4400 Lindell Boulevard  
Saint Louis MO 63108  
800-500-8130, extension  
[Stephanie.Monschein@optimist.org](mailto:Stephanie.Monschein@optimist.org)