

PROFESSIONAL DEVELOPMENT PROGRAM

LEVEL I - BRONZE

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| _____ | PROJECT MANAGEMENT: | 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 chair in the Member’s Passport |

LEVEL II - GREEN

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| _____ | 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 Chair in the Member’s Passport |

LEVEL III - BURGUNDY

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| _____ | 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 Chair in the Member’s Passport |

LEVEL IV - BLUE

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| _____ | 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 Chair in the Member’s Passport |

LEVEL V - BLACK

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| _____ | 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

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| _____ | 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

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| _____ | 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

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| _____ | 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

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| _____ | 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.

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| _____ | 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

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| _____ | 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

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|-------|-------------------------------------|---|
| _____ | 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 |

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.

_____ CERTIFICATION:

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 KNOWLEDGE & CULTURE: Mentor another Member to achieve PGI level X

_____ 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:

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