

CUSTOMER STORY · NONPROFIT

Optimist International took officer training from **1% of members to 100%** with Tovuti

A global service organization replaced travel-gated conventions and an open public document library with two branded Tovuti sites. The change reached every member at no travel cost, and moved course creation from Dizi to WayPoints.



**~250 →
~2,500**

Officers trained in a year, up from the **~1% who attended convention**

BY THE NUMBERS

- Founded **1919** · St. Louis, MO
- **50,000+** volunteers
- **2,000+** clubs
- **24** countries
- **6M** youth served yearly
- Tovuti LMS + WayPoints AI

**1% →
100%**

Officer training moved online, reaching **full membership**, up from the ~1% at convention

~2,500

Officers trained in the **2024-25 Optimist year**, versus roughly 250 before

\$0

Standardized training delivered to every member with **no convention travel cost**

**Dizi →
WayPoints**

Course authoring grew into **richer lessons, narration & assessments**

ABOUT OPTIMIST INTERNATIONAL

Bringing out the best in youth, community, and ourselves

Established in 1919 and headquartered in St. Louis, MO, **Optimist International** is a nonprofit global service club organization dedicated to "bringing out the best in youth, community, and ourselves." With their upbeat attitude, Optimist Club members help empower young people through scholarship contests, oratorical competitions, golf programs, and community activities.

The organization runs on **over 2,000 local clubs** and tens of thousands of volunteers across **24 countries**. Together, Optimists conduct service projects and serve millions of young people every year.

AT A GLANCE

1919

Founded · HQ in St. Louis, MO

2,000+

Local clubs across 24 countries

50K+

Adult volunteers worldwide

6M

Young people served annually

THE CHALLENGE

Only ~1% of members could be reached, and internal documents were public

Serving millions of youth a year is no simple task. Traditionally, Optimist International trained its club officers, including presidents, secretaries, and treasurers, live at its annual International Convention.

But the convention required travel, lodging, and food, so **only about 1% of total membership attended**. Roughly **250 club officers were trained live each year**, leaving the organization with no way to reach everyone or deliver consistent, standardized training across thousands of clubs.

Internal materials were a second problem. Documents, programs, and forms lived on the public Optimist International website, each behind a button anyone could click. **Any visitor could access everything**, with no way to keep member-only content behind a login.

Tracking the Personal Growth & Involvement and Professional Development programs added more friction: a mail-in paper "passport" was hard to verify, and printing and mailing certificates by hand consumed days of admin work every month.

BEFORE TOVUTI

Travel-gated convention training reaching ~1% of members. Internal documents open to the public. A paper passport no one could verify, plus days of manual certificate printing each month.

"This is the ninth LMS I've worked with and the seventh I've started from the ground up. I've never had it this easy."

Heather Myers · Director, Optimist Institute

THE SOLUTION

Two branded sites, **one Optimist Institute**

Optimist International implemented Tovuti LMS and rebranded it as the Optimist Institute, applying their own colors and a custom mascot. Required officer trainings moved online, putting standardized training within reach of **100% of members**.

They built interactive courses for annual officer training and new club training, then added a **second Tovuti site**, a password-protected member instance with the same login, look, and feel as the Institute. Internal documents, programs, and forms that once sat open on the public website now sit behind a login.

- ✓ **No coding required.** Earlier systems needed code just to format an image or upload non-SCORM content.
- ✓ **No learning curve for users.** "From the time they log in, our learners know where to go and what to do."
- ✓ **Branded experience.** Organizational colors, a custom mascot, and a Log In → Learn → Get Certified flow.



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On other systems, just to format a picture I'd have to figure out which piece of code to change. Having a user-friendly LMS is **such a breath of fresh air**. I tell everybody that Tovuti is so easy to use.

Heather Myers · Director, Optimist Institute

INSTITUTE SUCCESS LEADS TO EXPANSION

In one year, active accounts **more than doubled**



As demand grew beyond officer training, the Institute became **one hub for everything**: the Optimist Leadership Academy, the Personal Growth & Involvement and Professional Development programs, inspirational videos, quick reference guides, webinar recordings, and International Convention handouts and keynote recordings.

The **Optimist Leadership Academy** is one example. Once a one-day program, it now runs over **nine months**, with **ten gated stages** that learners progress through. The invite-only path combines self-paced modules with live webinars from outside experts.

"To bring in the number of guest speakers we host in our webinars to our convention would cost thousands of dollars. With Tovuti, we can bring in as many speakers as we'd like."

EVOLVING FROM DIZI TO WAYPOINTS

A team of one keeps up with exploding demand

Interest in courses has exploded, with members constantly requesting new training. Working as a team of one, Heather first built content with Dizi, Tovuti's legacy content tool, then **moved course creation over to WayPoints**. The newer tool produces **richer lessons, narration, and built-in assessments** from a topic she types in or a document she uploads.

- ✓ **No subject expertise needed.** Type a topic and get a course draft in minutes.
- ✓ **Less research time.** Myers says the workflow saves weeks of research alone.
- ✓ **Faster launches.** Scheduled to build 12 courses in a month, she launched all 12 in days.

The screenshot shows the WayPoints interface. At the top is a dark blue header with the WayPoints logo. Below the header are two tabs: 'Content' (selected) and 'Advanced'. Under the 'Content' tab, there is a section titled 'LESSON NAME' with a text input field containing 'Officer Roles & Responsibilities'. Below this is a section titled 'MODULES & ACTIVITIES' with two columns of toggle switches. The first column has four toggles: 'Quiz' (checked), 'Interactive tour' (checked), 'Multiple choice' (checked), and 'Audio + text' (checked). The second column has four toggles: 'Flashcards' (checked), 'Accordion' (unchecked), 'Tabs' (unchecked), and 'Document' (unchecked). Below the 'MODULES & ACTIVITIES' section is a section titled 'SOURCE' with a dashed border and the text 'Add a topic, or upload a document to build the lessons.'

BULK USER GROUPS

Managing thousands of learners as a team of one

Managing a global volunteer base as a team of one could be overwhelming. Bulk user groups make it effortless: Heather sends targeted training reminders to specific groups, and quickly weeds out non-active members.

That keeps Optimist International's programs from being used for free by non-members, and keeps the member list accurate. "For me to go through 3,600 people on a regular basis would be extremely time-consuming," she said. "Tovuti makes it so easy."

 Interactive content

 WayPoints AI

 Bulk groups

 Live webinars

FAVORITE FEATURES

The features Myers cites as her favorites.

01 Interactive content & assessments

02 WayPoints AI content creation

03 Bulk user groups

04 Webinars with recordings

THE HIGHLIGHTS

From **1% of members** to all of them

Officer training is now online, required, and consistent across every club, reaching 100% of members, up from the ~1% who attended convention live.



Reached **100% of members** with required officer training, up from the ~1% at convention



~**2,500 officers trained** in the 2024–25 Optimist year, versus roughly 250 before



Standardized training at **\$0 travel cost**, with no convention travel, lodging, or food



Secured internal documents behind a **password-protected member site**



Centralized programs, videos, guides & recordings into **one hub**



Moved course authoring **from Dizi to WayPoints**, adding richer lessons and assessments

FUTURE PLANS

New audiences, and a new revenue stream

01

A student institute

A separately branded login delivering leadership development to the students Optimist serves, kept entirely separate from the volunteer instance but managed from one place.

02

A public subscription

Opening the Institute to the public through a monetized subscription plan on a third instance, with funds supporting scholarships and club dues.

03

Secure, multi-instance

With student safety a priority, Tovuti's platform keeps each audience fully isolated while content can be duplicated and managed centrally.

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It's great to see this growth and how active our members are, because that means they're engaged with our mission. I've used a lot of LMS systems and **Tovuti is hands down the best.**

Heather Myers · Director, Optimist Institute