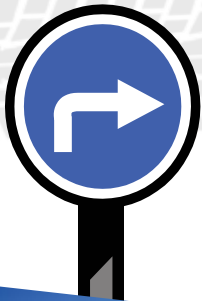


CAMPAIGN FOR KIDS 2011



**Jump In, Grab the Wheel, Fasten your Seatbelts –
Let's Drive Forward to Raise Hope for America's Families.**

Get ready, get set and go! It is time to set into motion our 2011 Campaign for Kids. Our goal is to involve as many clubs as possible and raise \$100 thousand dollars across the nation for the Foundation in honor of our 100th Anniversary.



What is Campaign For Kids?

Campaign for Kids is our annual opportunity for Exchange Clubs to rally together to help America's youth. When your Exchange Club supports Campaign for Kids, you are helping us provide free technical assistance to Exchange Club Child Abuse Prevention (CAP) Centers; training for new Center directors; quality assurance; professional development; assistance for struggling centers; increasing public awareness of our abuse prevention issues; and funding for Youth of the Year and A.C.E. of the Year scholarships.



Awards & Prizes

- All participating clubs receive a CFK banner patch and special recognition at the National Convention.
- A 100th anniversary patch for clubs that donate \$100 or more.
- One 2012 convention package for every \$5,000 raised.
- A PR package for the 25 clubs raising the most money that includes:
 - special recognition at the National Convention;
 - press releases to media in the club's local area;
 - 100 free child abuse prevention PR items
- GRAND PRIZES – Photo and recognition on the NEC and NECF websites plus a photo and article in *Exchange Today* magazine for:
 - Most money raised overall
 - Most money raised by a club not participating in 2010



**In Celebration of our
Centennial Year We
want Every Club to
Participate**

Whether you raise \$5 or \$5,000, demonstrate your club's support for the programs of the Foundation. Some clubs can give large amounts to the Foundation; some can only afford a small donation. We appreciate them all!

Important information

- All CFK funds must be received no later than June 30, 2011 to qualify for prizes. Contributions made during convention will be applied to next year's campaign.

Please send your contributions to: The National Exchange Club Foundation, 3050 Central Avenue, Toledo, OH 43606.

- Questions? Contact the Foundation at development@nationalexchangeclub.org or 800-924-2643.

Start your engines!

Here are a few ideas to get you started.

Try one or more of the following projects to get your CFK fundraising in gear. Do one or do them all!

January idea

Ask local vendors to donate prizes and conduct a raffle at your club meetings.

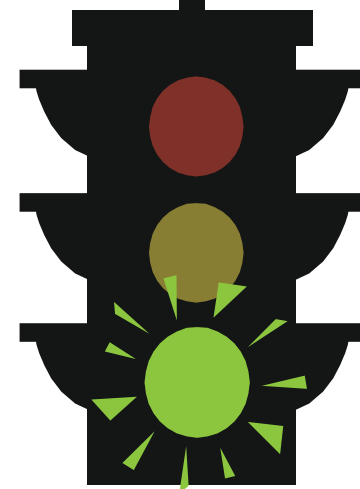
50-50 raffle fundraising is also a simple way to raise funds. It involves the sale of raffle tickets with the proceeds being split evenly between the winner and your organization. Many clubs include a 50-50 raffle at all their regular meetings. Tickets are sold throughout the informal portion of the meeting. Raffle tickets normally sell for \$1 apiece, with an incentive for multiple purchases such as 3 tickets for \$2, or 5 tickets for \$4, etc.

April idea

Celebrate the Easter Holiday (April 24th this year). Find a large box or basket, fill it with colorful Easter grass. Fill plastic Easter eggs with a little change, slips of paper that say "Sorry, try again" or "Happy Easter!" or a few pieces of candy. In one or two of them, put a grand prize such as a \$10 bill, a gift certificate, or some other prize. Charge one dollar to reach in the big box and take out one egg. The person gets to keep the prize inside.

May idea

Organize a walking event in a local park or indoor facility where participants solicit sponsorship dollars (maybe a dollar per QUARTER mile) to help America's Kids. Walkers can be individuals or form teams. Let the media know about your walk. Take a picture of your group, write an article and send it to a daily or weekly newspaper.



February idea

Celebrate Valentine's Day. Sell red (love), pink (like) and white (friendship) bows or flowers with a message. Use card stock (business card size) for personalized and anonymous messages. Attach desired color of bow with pin and sell for \$1 each. Each person can "send" as many messages as they want and the recipients get to wear the bows. (Be sure to include on the back that this is a fundraising event to for the Campaign for Kids and a little about the Exchange Club.) Have the sender write their name (if they want to); the recipient's name; brief message and attach bow. Club members distribute all bows and messages (i.e. cupid) Recipient receives the bow and message, wears bow and keeps the message. Everyone feels warm and fuzzy and your club makes money.

March idea

Sell Blue Ribbon Pins in anticipation of National Child Abuse Month in April, supporting our national project. Get permission to stand at the entrance of a busy shopping establishment or solicit co-workers, friends or family members. Donation canisters are available at our supply department.

June idea

Host an Armed Services Day Breakfast or lunch to honor service men and women in your community. Ask local restaurants to donate or greatly reduce the cost of food for this important cause. Be sure to share the Exchange story and information about our national project, Child Abuse Prevention. Honor a few local vets. They get to attend for free – others make a donation or charge a nominal fee.

Send your checks, payable to NECF (must be received by June 30) to:
3050 Central Ave. Toledo, OH 43606
Phone: 1-800-924-2643 Fax: 419-535-1989
www.exchangeclubfoundation.org
E-mail: development@nationalexchangeclub.org



**NATIONAL EXCHANGE CLUB
FOUNDATION**
Strengthening Families. Building Communities. Serving America.