

2009-2010 District Leader's Monthly Planner

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Introduction

The district and the National Exchange Club exist for the purpose of assisting local Exchange Clubs. It is the responsibility of district officers, directors, and committees to provide leadership and direction to local Exchange Clubs, helping the clubs to function more effectively. These district leaders coordinate training and educational activities for club officers, and assist them in setting attainable goals and meeting club success indicators. District leaders lend encouragement to Exchange Clubs, motivating them to be the best they can be in the areas of program excellence, growth, and leadership development. District leaders, knowledgeable of club, district, and national policies and programs, help to effectively convey important and useful information to clubs as well. The bylaws list the following basic purposes of a district:

1. Building of local Exchange Clubs.
2. Increasing fellowship between clubs within the district.
3. Strengthening established clubs.
4. Promoting club participation in the Program of Service.

Administrative experience at the district level also provides individuals with the skills and background needed to rise to the national level of leadership in Exchange, providing the organization with a larger, more diverse pool of talented, capable leaders.

Policy Statement of The National Exchange Club

Club Leadership and Training Responsibilities and Resources

The following guidelines have been adopted in regard to club leadership, training responsibilities and resources:

RESPONSIBILITIES FOR TRAINING DISTRICT DIRECTORS AND OFFICERS

1. Club leadership is essential to continue the success of Exchange.
2. District directors are the vital link in club leadership development.
3. Each district president has the responsibility for holding effective training for district directors and other district officers.
4. Volunteer field representatives are the standard training resource for fulfilling this responsibility.
5. The club and district services department of the National Headquarters has the responsibility for training the volunteer field representatives.
6. The club and district services department has the responsibility for monitoring the training of district officers and directors.

DISTRICT DIRECTORS TRAINING RESPONSIBILITIES AND RESOURCES

The district director has the responsibility for ensuring proper training of club officers within his or her division. This may be accomplished by:

1. Assuring club officer participation in district level training conferences.
2. Conducting division level training conferences for group training of club officers.
3. Providing training for club officers in their home community.
4. Resources available to assist district directors to fulfill this responsibility include:
Standardized training materials -Printed literature, Video, CDs, District officers, Other Exchange leaders, Volunteer Field Representatives

*Adopted: National Board of Directors
September 16, 1995
Toledo, Ohio*

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District leadership

Welcome to your year as an Exchange leader!

The role of district officers requires both leadership and management skills. The planning calendar in this booklet provides useful information on management, such as organizing committees and planning for the year, as well as leadership skills, such as motivating others and encouraging creativity. It outlines specific Exchange dates such as awards deadlines, recognition months and times to hold training conferences and the district convention.

Each district should develop a long-range plan. This tool will ensure that every member has a clear understanding of the district's goals and direction. It will encourage qualified individuals to seek out leadership opportunities within the district. In addition, it will provide a smooth transition of district leadership on a year-to-year basis.

An effective plan should incorporate a three-year leadership plan, with the president, president-elect and immediate past president each responsible for specific activities which build on their previous experience. To realize the full benefits of this effort, the district should revisit the long-range plan on an annual basis. The plan can be implemented and updated by using the [District Long-Range Planning Tool](#).

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President

The district president is the executive officer of the district and is responsible for advancing the goals of the National Exchange Club and its clubs within the district by providing training, direction and service to those clubs. This officer has the responsibility for building excellence. He or she should have a clear vision of where the district is headed and be able to share that vision with other district and club leaders.

The president also provides for the efficient operation of the district and ensures its financial solvency.

Primary responsibilities:

1. Work with the district president-elect and immediate past district president, focusing all district activities on the success of local clubs.
2. Train and monitor district officers, directors, committee chairs and bulletin editor (see [training forms](#)).
3. Coordinate district leadership training for club presidents, presidents-elect and immediate past presidents prior to the new administrative year, working with other district officers, directors and (if possible) a volunteer field representative. The [Training Report Form](#) should be sent to National by July 15.
4. Establish goals and timetables for district officers and directors for membership growth, new club building, service programs, and leadership training.
5. Oversee the activities of the finance and district convention committees.

6. Assist the finance committee in establishing a budget and review expenditures for conformity to achieve desired goals.
7. Call and preside at regular meetings of the district board of directors.
8. Organize and preside at district conferences and conventions.
9. Attend the National Exchange Club's Mid-Winter Conference.
10. Report progress to the regional vice president, via the [District President's Monthly Report](#), on the 5th of each month. (Send a copy to National Headquarters at atcdsd@nationalexchangeclub.org and the national president)
11. Attend and participate in Exchange's National Convention.
12. Carry out policies and accomplish goals of the National Exchange Club.
13. Uphold the national, district and club bylaws.

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President-Elect

It is the duty of the district president-elect to become familiar with and supportive of the overall goals of the National Exchange Club and the district. In addition, the district president-elect should assist the district president and immediate past president in the work of the district.

Primary responsibilities:

1. Prioritize and manage all activities on strengthening clubs in the district. Analyze and evaluate the strong and understrength clubs as well as clubs with adverse membership trends.
2. Prepare for and attend the National Leadership Conference. This conference will focus on goal setting, planning, and training.
3. Assume the duties of the district president if he or she is unable to fulfill his or her duties.
4. Become acquainted with club and district leadership in order to identify and select the best individuals to serve on the succeeding year's leadership team.
5. Assist the district president in the training and monitoring of district officers, directors, and committee members.
6. Oversee the activities of the new club building committee.
7. Participate in planning and attend the district convention, leadership training and conferences.
8. Attend district board meetings and Exchange's National Convention.

9. Perform other duties that may be assigned by the district president or district board of directors.
10. Uphold the national, district, and club bylaws.

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Immediate Past President

The preceding year's district president automatically attains this position and acts as a key advisor to district leadership. This officer has the opportunity to share valuable knowledge and experience to help build an even stronger district.

Primary responsibilities:

1. Serve as chairperson of the district convention committee on nominations.
2. Help the district president-elect to prepare for the office of president, by serving as a source of information and assisting him or her in setting goals and objectives for the coming year.
3. Counsel and assist the district president and board of directors in all matters that may arise.
4. Oversee the activities of the Exchange education and inter-club/fellowship committees.
5. Perform other duties as assigned by the district president and/or the board.
6. Uphold the national, district, and club bylaws.

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Treasurer

As the caretaker of all district monies, the treasurer is responsible for collecting all funds due to the district, and for depositing and disbursing all funds in the manner designated by the district board of directors, under the guidance of national and district bylaws and policies.

Note: For secretaries and treasurers, a limit of no more than two one-year terms is recommended to develop and enhance leadership in districts. The district bylaws state that the offices of the district treasurer and secretary may be filled by one person, but the functions of each position must be recorded separately.

Primary responsibilities:

1. Prepare and submit all financial statements and a budget to the National Exchange Club and the district.
2. Keep accurate and complete records of the district's financial transactions and report on the district's financial condition to the National Exchange Club and the district board. All

accounts and books shall be open at all times to the inspection of the district board of directors and to any auditor authorized by the National Exchange Club or the district board.

3. Make a financial report at the annual district convention, and at other times requested by the district board.
4. Secure bonding in a sum required by the district board.
5. File Form 990 or 990-N with the Internal Revenue Service by November 15. A copy of Form 990 and a district year-end financial statement must be sent to the National Exchange Club. The form is available on the IRS website, www.irs.gov/charities. If a 990 or 990-N is not required, file the e-postcard. See www.irs.gov/eo for more information.
6. Uphold the national, district, and club bylaws.

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Secretary

The district secretary is the keeper of all district records. This officer also records minutes of district meetings and conventions, and maintains the district's permanent files.

Note: For secretaries and treasurers, a limit of no more than two one-year terms is recommended to develop and enhance leadership in districts.

Primary responsibilities:

1. Maintain accurate district records and minutes of convention/conferences and board of directors meetings. A certified copy (approved by the board) of all minutes from the district convention and district board meetings must be transmitted within 60 days of the meeting to the executive vice president of the National Exchange Club.
2. Send out official call for district convention, board meetings and other district meetings.
3. Make a report at the annual district convention and at other times required by the district board of directors.
4. Submit all communications from the National Exchange Club to the proper district officers and committee chairs.
5. Cooperate with the district president in forwarding on a timely basis all reports required by the National Exchange Club.
6. Take attendance, by name, at all district conventions or conferences and report to National Headquarters.
7. Send to all clubs within the district, copies of proposed amendments to the district bylaws.

8. Perform such other duties that may be assigned by the district president and/or the board of directors.
9. Uphold the national, district, and club bylaws.

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District Director/Club Representative

Most districts have divisions, and a member from one of the clubs in the division is elected district director to serve on the district board and to guide, train, communicate with clubs in the division. A few districts follow alternate bylaws in which a member of each club, the club representative, serves on the district board and functions in much the way a district director does, but only for his or her home club.

The purpose of these positions is to assist Exchange Clubs through personal contact by a trained and knowledgeable district representative. They require a relationship with the club(s) and regular communication throughout the year. The following information applies to district directors and club representatives, but for simplicity, will mention only the district director.

The role of a district director is vital to the success of any Exchange activity from the club level through the district to the national level. The primary duty of the Exchangite holding this position is leadership training for club officers and directors, specifically preparing them to train successful committee leaders. In addition, the district director should work with the district's governing body to administer a membership growth program. In order to become a district director, a member must first serve a term as a club officer.

Primary responsibilities:

1. Train club officers and directors within the division.
2. Serve as a member of the district board of directors as a part of the district team. You are expected to be an active participant on the district board of directors and will be called upon to assist in developing the district plan of action. The primary responsibilities of the district board include preparing the district budget, planning for district conferences and conventions and reviewing proposed amendments to the district bylaws.
3. Your participation will allow you to highlight the activities of the clubs in your division. You will be called upon to provide recommendations to the district president and assist in selection of district committees.
4. Serve the clubs in your division. Develop a strong, supportive relationship with each club in the division, communicating often by visits, telephone, fax, or mail. Each club should be visited at least four times a year, and more if needed. The director should fill out the appropriate form (*See [District Director's Club Reports and Club Representatives Reports A, B, C, and D](#)*) for each club visit.

- a. The first visit should come in July or August to get an accurate assessment of the club's direction for the year and an opportunity to observe and objectively evaluate the club (no later than August 15). In advance of the regular meeting time, the district director should meet with club officers, board members and committee leaders to discuss the club's goals and plans for the year.

The director should summarize club strengths and weaknesses in the [District Director's Club Reports A, B, C, and D](#), and submit them to the district president. Any phase of the club's operation or procedures in need of attention should be addressed (see Club Standards List in Appendix).

- b. Based upon observations from the initial visit, the district director determines when additional visits to the club are necessary. If a club needs special assistance or encouragement in some area, the director should offer specific suggestions on methods of improvement. The director can contact a district officer or National Headquarters for additional information that could benefit the club. The district director may be referred to a volunteer field representative for help developing a plan of action for assisting the club.
- c. The district director will see warning signs of a troubled club, such as absence of officers at regular meetings, lack of speakers or programs, cancellation, or poor attendance. When these warning signs become evident, the district director should evaluate the club using the [District Director Crisis Report](#) and contact the district president.

The [District Director Crisis Report](#) should assess the club's current situation, its capability to help itself, and present the district director's plan of action to support or save the club. Copies of the report should go to the district president, the regional vice president, district president-elect, and National Headquarters.

Don't wait until a club has given up hope and is facing the decision to disband. A district director should offer support and encouragement to the club and let them know assistance is available.

5. Actively support every club in the division, for only if the clubs are successful can the division and district succeed.
 - a. Be a coach — Help club officers understand their jobs. Answer questions and train where needed. Use the [Club Leader's Monthly Planner](#) to train club boards. You must ensure that a Club President's Program Development Meeting is held prior to July 15.
 - b. Make sure the necessary resources are available to each club—Club Leader's Monthly Planner, Supply Catalog, Awards forms, etc.

- c. Perform special functions for your clubs — Be prepared to install club officers, induct members or speak to prospective members during club visits.
 - d. Hold division meetings and conferences — Have a goal-setting exercise to help participants feel comfortable and know how to set achievable goals. Organize specialized officer training. Announce upcoming district functions such as the educational and mid-winter conferences and the district convention. Plan a time for evaluation of the district meeting you've just held.
6. Promote membership growth and retention. Exchange Clubs must serve their communities and continue to grow. Service is what Exchange is all about. Without growth in membership, it will cease to exist.

District directors are not charged with the job of building new clubs, but with the responsibility of seeing that they are built. Know your district and division's history of new club building.

- a. New club building
 - o Know the five steps of new club building (see [Club Building Committee section](#)).
 - o Know the awards program and how it encourages new club building.
 - o Support the new club builder(s).
 - o Work with the assigned volunteer field representative to monitor new club building progress.
 - o Attend the Permanent Organizational Meeting of a new club.
 - o Make regular visits to every new club in the division.
- b. Growth through recruitment into existing clubs
 - o Carry a Prospective Member Kit and know how to use it effectively.
 - o Know all of the programs of service.
 - o Know the joining process.
 - o Know how [induct a new member](#) and make them proud of membership.

- The seven types of membership are: Active, Business, Honorary, Active Honorary, Active Military, At-Large, and Life.

c. Membership retention

Know that only a small percentage of membership loss is due to death. Watch for clubs with a high loss rate and find out what the problem is: too many activities; too few activities; wrong type of activities; financial problems.

Survey lost members to find out reasons for a pattern of membership loss.

Be aware of the recognition earned for membership growth activities. (This is listed in the Awards Handbook.)

d. Growth award information

Individuals signing three or more members during the administrative year are eligible for a one-time, three-member pin. Subsequent awards come with 10, 25, 50, 75 and 100 members recruited during an Exchange's career.

Award recognition is available for sponsoring clubs, new club builders, and new clubs themselves.

Exchange Rewards can be earned for new club building or for revitalizing an under-strength club (less than 25 members after one year of existence). For details, contact the [Club and District Services Department](#).

Exchange Rewards are redeemable only through the National Exchange Club. Exchange Rewards programs are subject to annual review by the board of directors.

The Big "E" Award is designed to motivate clubs to achieve the highest standard of excellence. It focuses on education, expansion, efficiency and extension. (See [Award](#) section for Big "E" Award criteria.)

The growth requirement for the Distinguished District Director's Award and Club Representative Award state that within the administrative year, division club(s) must have a net increase in membership or a new club formed within the division.

2. Be a resource.

- Be sure to submit reports on your clubs' activities on time. These reports help share ideas for success that other clubs can use.

- Know your division and district history
 - Know the district boundaries and what territory it encompasses.
 - Know the district and local bylaws.
 - Be familiar with the national and district awards programs.
 - Don't be afraid to ask your district leaders or National Headquarters for help.
 - If you don't know the answers, know how to get the answers.
8. Be a recorder/reporter/liaison for your clubs. As the communications link, you are the one most directly responsible for ensuring that information flows both to the club from the district and to the district from the club. Occasionally you may have to remind individual clubs of financial responsibilities with regard to paying their bills.

A good district director visits the clubs so frequently that he or she is almost an ex-officio member (and is friendly enough that his or her presence is always welcome). The following reports must be completed by the district director during the course of the year:

- [District Director's Club Reports and Club Representatives Reports A, B, C, and D.](#)

These reports record the condition of each club in the division when the director makes a visit. A separate report should be filed for each club and returned to the district president by the given deadlines on each report (see Appendix).

- [District Director's Report to the Board.](#) This report updates the district leadership team on the division's status. This report is due at every district board meeting.

- The [Training Report Form](#) should be sent to National by July 15.

9. Utilize every resource at your disposal: district officers, regional vice president, volunteer field representative(s) assigned to your district, and National Headquarters staff.

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Extra Bonus!

Be prepared to answer some frequently asked questions, such as these:

Q: Should I build up my club before I build a new club?

A: Generally, as a natural consequence of building a new club, a sponsoring club that involves all of its membership in new club building increases its membership about 10 percent.

Q: Who do I recruit as a new member?

A: Look to colleagues, neighbors, local residents with similar interests and family members. People with an interest in making their neighborhood, their community and their nation a better place to live are all around you. Just ask!

Q: How do we keep members in our club?

A: Ask any member of an Exchange Club why he or she became an Exchangite and remains an Exchangite. The answer should be: "I wanted to get involved." They may also add, "Because I was kept involved." Involving new members in decision-making and keeping them involved in club activities is the key to the long-term effectiveness of a membership program, and to the success of a club.

District Resource Team

There is always a need for active volunteers on the club and district level to help with membership growth, training officers, program excellence, and other activities. The District Resource Team has been established to help the volunteer field representatives (VFR) in these areas. This team can be made up of past district and club officers and especially individuals who would like to become VFRs. Members of the District Resource Team are not national representatives. District nominees for VFR automatically become part of the team.

For more information on the District Resource Team, contact the club and district services department of your National Headquarters at 800-924-2643.

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District committees

Selecting the Team

The district president, president-elect and immediate past president work with various district committees in planning and implementing programs to assist clubs in meeting their goals and objectives.

Prior to the start of the administrative year, the incoming district president should appoint committee chairs and members. These committees should represent the entire district. The district leadership team should be qualified, enthusiastic Exchangites willing to make a commitment to your district's success. It is customary for the district president to consult the district president-elect, immediate past district president and other district board members in selecting those best qualified to serve.

During the course of the year, the district president oversees the activities of the convention and finance committees. The immediate past district president should supervise the membership, leadership development/education, nominations and inter-club/fellowship committees, while the district president-elect oversees the new club building committee.

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Committee Chairperson

Primary Responsibilities:

1. Meet with committee members and plan programs to meet objectives and fulfill purposes.
2. Submit a report to the district president and the district board early in the administrative year which details:
 - a. short- and long-term goals,
 - b. action steps for achieving these goals,
 - c. a budget outline for the year.
3. Implement the plan on a district-wide basis, making sure to keep committee members informed and involved.
4. Involve and assist local clubs.
5. Become knowledgeable about all aspects of committee's area of responsibility.
6. Make clubs aware of services and assistance your committee can provide through telephone, fax or letter.
7. Keep the district board informed of activities and progress.

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Standing Committees

The district bylaws call for the following standing committees that should be appointed before June 1:

1. New Club Building
2. Membership Expansion and Retention
3. Leadership Development/Education

4. Public Relations
5. Inter-Club/Fellowship
6. Convention
7. Finance
8. Nominations (See [District Convention section](#), Required Committees for information.)

New Club Building Committee

This committee promotes and encourages new club building throughout the district. Early in the administrative year, committee members should evaluate the district's long-range plan with regard to potential sites for the Exchange Clubs and answer the following questions:

1. What are the district's new club building goals?
2. Are the correct sites targeted?
3. Will enough projects be started to achieve the goal?

For example, if the district has a goal of building three new clubs, work should begin on at least six sites. This formula can be followed in any district.

Working with the district president, president-elect and district directors, this committee will monitor the progress of club building efforts, offering assistance and guidance as needed. The committee should consist of accomplished club builders, past district presidents and experienced Exchangites.

National Headquarters has a detailed club building handbook, as well as a variety of other recruiting and new club building materials. Contact the club and district services department for more information.

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Membership Expansion and Retention Committee

Growth is a continuous challenge facing all membership organizations, including Exchange Clubs. The impact a district can have on the clubs and their membership could determine if there will be growth in the district. The districts in Exchange must pursue an aggressive program of quality membership building. Clubs and current members must be positive, energetic and involved in activities that will help to recruit new members. It is through high-quality members that renewed vitality and ideas are infused into Exchange.

This committee plans and implements the district's membership building endeavors. By keeping growth to the forefront, clubs will make an effort to grow. Membership building should be a year-round activity for all districts in Exchange, with the membership expansion and retention committee regularly promoting the importance of recruiting new members. The committee should make sure:

- Every club has a membership expansion and retention committee with a chairperson.
- The district has membership goals with a plan on how to achieve those goals.
- Clubs are up to date on the district's membership status and hear the success stories.
- The district participates in national membership campaigns.
- The committee keeps in contact with club chairs and passes information to the district president.
- The committee follows through on every club effort.

The membership committee, working with club and district officers on the district plan, will have a positive effect on membership.

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Convention Committee

This committee assists the board of directors in formulating the official district convention program and order of business. (For more information, see [District Convention & Conferences section.](#))

Inter-Club/Fellowship Committee

This committee helps to enhance the spirit of camaraderie and friendship among the clubs in the district by encouraging inter-club activities. Depending on the size and geographic boundaries of the district and its divisions, this committee should work with all district leaders on the organization of inter-club service, social and fundraising activities.

Leadership Development/Education Committee

This committee helps promote Exchange's goals and objectives; assists in developing a long-range plan for the district, and supports implementation of the plan. By doing this, the committee ensures that leadership training seminars, educational conferences and educational portions of the district convention are conducted in a proper manner.

This committee also provides information to local clubs for Exchange education programs at regular club meetings. Every Exchange Club meeting should include a three-minute education segment, informing members on Exchange history, policy, programs, and goals. This information is available through your National Headquarters.

Finance Committee

It is the duty of the district finance committee to prepare a budget of estimated costs and expenditures, based on the goals for the year, for submission at the first district board of directors meeting. The committee should periodically compare the original budget with the actual, current budget and examine the variances. At year-end, the committee should examine the financial statement to determine which expenses are cost-effective in achieving the district's goals and recommend changes to the board of directors.

Public Relations Committee

This committee is responsible for conveying a favorable image of the district and its clubs to the public. The public relations committee should also encourage and promote district programs and community activities.

The committee should establish strong media relations by contacting the local print and broadcast editors, and asking them how the committee can work best with them to attain the greatest amount of news coverage. It is a good idea to become familiar with the specific submission requirements for both print and broadcast media. The committee should publicize every possible event such as fundraisers, service projects, election of officers, social events, district conferences/conventions, and noteworthy speakers.

Exchange Today is another good source of publicity. Exchange's national magazine is always interested in unusual and outstanding news. Send complete information, along with quality photographs, to the editor immediately after the event.

Sample news releases for many club/district events, as well as publicity tips and pointers can be found in the [*Public Relations Guide*](#). Call the communications department for more information or assistance with your district's public relations efforts.

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District operations

Board of Directors

The district board of directors is composed of the president, president-elect, vice presidents (if any), treasurer, secretary, immediate past president and a district director from each division of the district elected at a district convention caucus. If your district follows the alternate bylaws, the district directors are replaced by club representatives.

The management and policies of the district are under the direction of and vested in the district board of directors, subject to the direction of the board of directors of the National Exchange Club. The district board of directors considers all matters pertaining to service and support of clubs, district budgets and finances, district conventions and meetings, the district bylaws,

district-wide service, membership, club-building activity, and related areas. This governing body also has the power to create divisions and set their territorial limits.

The district officers' terms of office are each one year, or until their successors have been elected and assume office. The district directors serve divisions of two or more clubs. They are elected for staggered two-year terms. Odd-numbered divisions hold elections in odd-numbered years, and the even-numbered divisions hold elections in even-numbered years. In order to become a district director, a member must first serve a term as a club officer.

The board should develop and follow a strategic plan, giving all members an opportunity to be involved in developing or revising it. If a long-range plan is in place, the board should seek input from all members to revise and carry out a well-rounded plan for the coming year. In addition, at the board's first meeting of the year, the district president should submit his or her goals and plans for the year. The district president should foster a spirit of teamwork and creativity, and challenge each board member to accept responsibility in meeting the district goals. (The [District Long-Range Planning Tool](#) can assist in setting district goals.)

Article VII

Section 7. The board of directors shall hold at least three meetings during each administrative year at such time and place as is designated by the district president.

District bylaws require that the board hold at least three meetings each administrative year, which runs from July 1 - June 30. These meetings should be attended by all district officers, directors and committee chairs, and open to any Exchangite desiring to attend.

District Board of Directors Meeting — Suggested Agenda

1. Call to order by the district president
2. Invocation
3. Pledge of Allegiance
4. Roll call
5. Welcome and introduction of guests by the district president
6. District secretary's report
 - a. Minutes of previous meeting
 - b. Membership report
 - c. Correspondence

7. District treasurer's report
 - a. Financial report (in writing)
 - b. Accounts receivable report
 - c. Accounts payable report
 - d. District budget review
8. District directors' reports (membership figures and projection for the year, summary of membership and club building plans, service activities, other needs and/or concerns.)
9. Committee chairs' reports
10. Convention/conference report
11. Old business
12. New business
13. District president's remarks
14. Covenant of Service
15. Adjournment

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District Minimum Standards

To assist districts in assuring that they are and remain strong and viable in membership and in service to their clubs and communities, the National Exchange Club has established District Minimum Standards. These standards are designed to assist districts in their planning and evaluation of performance and achievement of established goals. Districts not meeting standards shall be expected to take corrective actions and may be subject to action by the National Board of Directors.

Whether a district achieves the standards depends on the performance of clubs within the district, in terms of membership, awards, and general club performance. Strong clubs ensure a strong district.

See [District Minimum Standards](#) and the [Evaluation Procedures](#). For more information, contact your National Headquarters at 800-XCHANGE (924-2643).

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Finances

The board is responsible for maintaining the district's financial stability and adopting a budget that enables the district to function effectively. The district board of directors should involve the district's finance committee in these matters.

The district president should require the district treasurer to keep a complete record of financial transactions, keep accounts showing receipts and expenditures for different purposes, and present financial statements and reports to the board at regular intervals. The district bylaws require that the books and records of the district treasurer be audited at least once a year, and that a report be submitted to the district board and to the delegates at the district convention.

The district's income is dependent on the dues paid by clubs in accordance with the district bylaws' revenue provision. In some districts, the revenue provision includes convention registration fees. Revenue received for this item should not be disbursed in meeting general administration expenses. Separate financial control accounts should be maintained to show the receipts and disbursements for each purpose for which funds have been collected.

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Taxes

The National Exchange Club, districts and all local clubs chartered by it and operating under the standard bylaws are exempt from Federal Income Taxes under the provisions of section 501(c)4 of the Internal Revenue Code.

All districts and clubs must file Form 990 or Form 990-N as a separate return filed by a group affiliate by Nov. 15.

The Group Exemption Number (GEN) assigned for use by the National Exchange Club, all districts and all individual clubs is "GEN 1097."

All clubs and districts must file or risk loss of tax exempt status. Specific instructions for filing Form 990 are available from your local IRS office or the IRS website, www.irs.gov/charities. Many clubs and some districts with less than \$25,000 in gross receipts can file the 990-N electronically.

Beginning in 2008, clubs must file an e-Postcard. If the club normally has \$25,000 or less and does not need to file Form 990 or 990-EZ, clubs must file the e-Postcard. Clubs will need to file by November 15 for each year ending 6/30. Clubs not filing the e-postcard risk losing your tax-exempt status. Visit www.irs.gov/eo for complete details.

In addition to filing with the IRS, a copy should be sent to National Headquarters. The district treasurer should retain a copy in the permanent files.

Tax Deductibility

The IRS has designated the National Exchange Club, districts and clubs as 501(c)4 nonprofit educational organizations exempt from the payment of taxes on the dues revenue they generate. However, any donation, contribution or ticket purchase made by the public cannot be considered as a tax-deductible item if the recipient of the proceeds is a 501(c)4 organization, such as an Exchange Club. The net proceeds of any such event are, however, tax-exempt insofar as the payment to the IRS for the proceeds is concerned.

In order for contributors to deduct the amount of their donation or ticket purchase, all of the proceeds must be given to a 501(c)3 nonprofit charitable organization such as the National Exchange Club Foundation, any of its centers for the prevention of child abuse, or a foundation established by a club.

Alternatively, a donation can be made to the National Exchange Club Foundation, accompanied by a [Passthrough Grant Form](#). The donor will be able to claim a deduction, and the NEC Foundation will grant the funds to the club or district that completed the form.

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Insurance

General Liability

The districts are covered by a general liability policy. This policy is meant to cover liability in the normal day-to-day operations of the clubs and districts. The policy has specific exclusions such as participants in sporting events, fireworks, and other events outside the scope of normal operations. For more information, contact the National Exchange Club's finance department, 800-924-2643.

Crime Insurance

Every club has Crime Insurance (Bond protection) coverage for the club secretary and treasurer under an umbrella policy through Travelers Insurance Company. The policy provides a \$100,000 limit for Dishonesty and a \$5,000 limit for money, both subject to a \$250 deductible. Clubs are invoiced on a quarterly basis for their share of the premium.

Directors and Officers Liability Insurance

An optional directors and officers liability policy is available to districts, clubs and Exchange Club child abuse prevention centers. This coverage protects volunteer officers and directors and their personal assets in the event of litigation for claims of misconduct that fall under federal law such as discrimination or wrongful termination. This policy has a \$1 million limit of liability with defense expenses excluded from the limit.

For further questions on any of these policies, contact National Headquarters.

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Bulletin

The bylaws require publishing a district bulletin to help ensure effective communication among district leaders, the members of the district's Exchange Clubs and the National Exchange Club. The district bulletin, published at least four times annually, is an excellent vehicle for effectively presenting and publicizing district and national goals, and reporting the activities and accomplishments of the district's clubs and members.

An informative bulletin encourages members to support the organization's goals, motivates attendance at conferences and special events, serves as an idea exchange for Exchange Club projects and fundraisers; and promotes team spirit and unity. The bulletin should also publicize the awards program of the National Exchange Club.

The district board of directors should determine all questions of policy and editorial content. If the district president does not appoint an editor or assign the responsibility to the secretary, the board should do so. The ideal bulletin editor should be well versed in Exchange programs and policies, with a background in journalism, communications, or a related field.

The National Exchange Club will furnish, at nominal cost, mailing labels for all Exchangites in the district. The bulletin editor is requested to place National Headquarters on the mailing list and encouraged to exchange bulletins with other district editors.

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Stationery

As a service to the district, the National Exchange Club provides official district stationery for officers and board members at a nominal charge through the supply department at your National Headquarters.

Extra Bonus!

Leadership Development Resources

The district officers, working with a volunteer field representative (see volunteer field representative section for more information), conduct primary training for incoming club presidents, presidents-elect, immediate past presidents, and district directors at district leadership training. This training should be held prior to July 1, and may be included in the district convention.

Incoming district officers and directors should review the pertinent sections of the *District Leader's Monthly Planner*. The district president-elect, after attending the National Leadership Conference, should provide additional training for all district leaders.

Important Support Systems:

- Club Officers
- District Directors
- District Officers
- District Resource Team
- Regional Vice Presidents
- Volunteer Field Representatives
- Club and District Services Department and other National Headquarters staff
- National Leadership Development Committee

District Leadership Training:

- Club Officers and District Directors
- District Conferences
- District Convention

National Leadership Training:

- National Leadership Conference (for District Presidents-Elect)
- National Convention Seminars
- National Mid-Winter Conference (for District Presidents)

District conventions & conferences

The district convention and conferences are opportunities to bring together Exchangites from all clubs in the district to share ideas, gain a broader understanding of the organization, and receive training on club leadership, operations and activities.

Exchangites have a chance to network, exchange ideas and listen to motivational presentations so they can return to their clubs with a renewed sense of purpose and pride. (See [information on how to include a forum](#) at a district convention or conference.)

Plan the district convention and conferences with the regional vice president and the National Headquarters staff. Make use of a volunteer field representative for training. Schedule conferences so as to not conflict with the National Mid-Winter Conference or the National Leadership Conference. Refer to the monthly planner for event dates.

Every district gathering should have a clear and distinct time set aside for leadership training. The leadership training should highlight Exchange's three goals: leadership development, growth, and program excellence, specifically child abuse prevention.

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Convention Structure

The district bylaws establish procedures and regulations for structuring the district convention. Although the district board is the supervisory body and has right of approval over all convention planning, programming, entertainment, costs, facilities, and other details, the host club(s) also has an important role in organizing the convention. Its role, and that of the district convention committee, should be defined by the district board.

The district convention committee oversees and coordinates the convention planning. This committee, which operates on behalf of and reports to the board, is composed of the district president, president-elect, treasurer, district officers living in the convention area and the host club president. Additional members may be invited to participate depending on needs and available skills.

The chairperson of the convention committee should be the district president. He or she should consider creating the following subcommittees.

Required Committees

The district bylaws require that the president-elect appoint a nominating committee composed of one Exchangite from each division. The immediate past district president serves as chairman. The committee must present at least one candidate for each vacancy on the district board (except for club representatives, who are elected at the club level).

The district bylaws require the president to appoint the following committees, each with at least three members:

Credentials

Elections

Resolutions

The responsibilities of these committees are presented in the next section.

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Convention Subcommittees

Finance

This committee prepares a budget based on estimated income and expenses from all sources, supervises all expenditures, handles registration fees and completes a final report following the

convention. The chairperson of this committee should be the district treasurer. The district budget should provide for adequate convention funding.

Because the convention benefits all members of the district, a portion of each member's district dues is allocated to the convention fund. This method helps keep registration fees and attendance costs at a minimum, and virtually eliminates any financial risk to the district and host club(s).

Registration

The registration committee is responsible for pre-convention and convention registration, and securing necessary clerical assistance and equipment. This committee works closely with the finance committee on registration income and records.

All attendees may be required to pay a convention registration fee in addition to the cost of the meal tickets. This fee covers the member's share of convention expenses.

The registration table should be staffed by two or three persons throughout the evening of the pre-convention activity, and from early morning until noon on the convention's first day. After noon, one person should be sufficient to staff the table.

House

Members of the house committee are responsible for hotel meeting rooms required by convention events. This committee should secure all meeting facilities, working closely with the individual assigned to preside at each event. At least one large meeting room is necessary, with smaller meeting rooms nearby, as called for by the convention program.

Exchange trappings are essential to the atmosphere of a convention. The bell, gavel, the American flag and district and club banners should be prominently displayed. In addition, the committee should consider welcome signs, slogans, awards, Exchange literature, and other items.

Spouses/Guests

This committee plans and conducts all events provided especially for members' spouses and guests.

Information

Committee members should be available during the convention in an easily accessible location to answer questions about times and locations of various events.

Program

Members of this committee, working closely with the district president, regional vice president and the National Exchange Club staff should plan an interesting, educational and useful convention program of maximum benefit to all members in attendance. Educational opportunities covering club leadership, program of service, fundraising, public relations, child

abuse prevention, new club building, membership recruitment and retention, club operations and other areas should be emphasized. The program committee interacts with everyone connected with convention planning, and should be large enough to furnish a chairperson for each of the various events, such as the luncheon, banquet, and dance.

Printing

All printing required by other committees, such as coupon books, programs, tickets, and mailing pieces, is the responsibility of the printing committee.

Promotion/Publicity

This group is responsible for promoting convention attendance and garnering publicity during the convention.

Convention registration and hotel accommodation information must be in the mail at least three months before the convention. If the budget permits, the mailing should be sent out twice.

The mailing should include information on each day's agenda. As an incentive for early registration, the committee should consider offering a discount for those who register 30 days or earlier before the convention. Preregistration is very important for projecting accurate numbers for meal functions.

Location

The location committee should choose a hotel that can provide the proper facilities and atmosphere for a successful convention, at a price within the budget of the average member. Ideally, the convention city and hotel should be chosen and reservations solidified more than a year in advance — and announced at the preceding convention.

Most hotels will offer incentives such as free meeting rooms or hospitality rooms in order to get a convention booking. Committee members should have strong negotiating skills. Reserve a block of rooms sufficient to accommodate the expected number of guests, based on prior years' attendance.

Transportation

The transportation committee looks after transportation needs whenever a convention event is scheduled away from the headquarters hotel or motel, or whenever it is necessary to provide private or public transportation for individuals or groups.

Credentials

Members of the credentials committee should be familiar with the provisions of the district bylaws pertaining to conventions and the qualifications of accredited voting members of the convention.

The district bylaws provide that each Exchange Club in good standing shall be entitled to representation at the district convention by the club president, president-elect, secretary, treasurer and three voting representatives for its first 25 members, and one voting representative for each additional 25 members, based on the membership report at March 31 preceding the convention. The charter membership of any new club chartered after March 31 will determine its allowable number of representatives.

Other Exchangites eligible to vote in a district convention are the district officers, past district presidents (residing in the district) and members of the district board.

Each Exchangite eligible to vote must be an active, active honorary, life or at-large member in good standing, of a club in good standing in the district.

The credentials committee, appointed by the district president, functions at each convention under the provisions of the district bylaws. The committee, consisting of three to five members, should hold its initial meeting early in the convention, prior to any session where business might be conducted. It must have access to convention registration records and, at the opening convention business session, certify that a convention quorum (representation from not less than 33% of all chartered clubs within the district) is present.

The final committee report should show the number of clubs represented and number of accredited Exchangites present and qualified to vote.

Elections

It is the district president's responsibility to appoint, at or before the convention, a committee on elections. The committee, made up of at least three Exchangites, operates under the provisions of the district bylaws and in accordance with procedures formulated by the district board.

Resolutions

The convention committee on resolutions is responsible for receiving or drafting all resolutions to be presented to the district convention. The committee has the authority to originate resolutions and modify, combine, edit or eliminate all resolutions submitted to it, except those submitted by the district board of directors.

Only this committee may bring resolutions before the convention. A majority vote within the committee is required before a resolution may be presented to the convention.

The committee, appointed by the district president and composed of three to five members, should meet prior to the opening convention business session, and as often as needed during the convention to complete work before the final business session.

Youth Events

The youth events committee is responsible for arranging suitable recreational activities for youth and, if numbers warrant, the operation of a youth headquarters at the convention hotel.

Reception

This committee is charged with the duty of greeting all Exchangites, their families, visitors and guests as they arrive at the convention site.

Special Activities

Some conventions may have special or unusual activities that could require the formation of a special committee to handle the accompanying responsibility.

Entertainment

This committee arranges for and books all approved convention entertainment.

Awards

This committee is responsible for selecting winners of all awards offered within the district, if competitions close on or before convention dates.

Rules and Order of Business

Committee members prepare and present a report on convention rules, including the order of business, the manner in which representatives are qualified and other matters relating to how the convention is conducted under the provisions of the district bylaws. Except where otherwise provided for, Robert's Rules of Order, Newly Revised, governs district procedures.

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District Conferences

The district board of directors is responsible for planning and conducting district conferences twice annually, with the district president assigning specific duties as needed. Assistance and support is provided by the regional vice president, volunteer field representatives and the club and district services department at National Headquarters.

Conferences provide members with an opportunity to meet their peers, receive valuable leadership training and exchange ideas, gaining new insights on Exchange service projects, growth efforts, fundraisers, public relations and other club activities. All district conferences are open to every Exchangite. Every effort should be made to ensure that every club is represented at each conference. All district directors and club officers should attend district conferences, and district officers should invite as many other members as possible to these events. These conferences should be planned so as to not conflict with the National Mid-Winter Conference or the National Leadership Conference. Refer to the planning calendar for event dates.

Educational Conference

This conference, if not part of the district convention, should be held prior to July 1. The primary purpose of this gathering is to train club leaders and introduce them to current priorities

and concerns. It also provides the new district president with a platform to effectively introduce goals and plans for the year, and to gain the support and involvement of the entire leadership team.

Several hours should be dedicated to training club presidents, with the district president presiding. Time also should be allocated so that club leaders can get together with district directors to review progress to date and identify immediate goals and objectives.

While the club presidents' training is underway, the district secretary and treasurer work with club secretaries and treasurers, answering specific questions regarding their responsibilities. At the same time, the district president-elect meets with club presidents-elect to provide them with a general overview of what is expected during this year of preparation. In many districts, the district president-elect, immediate past district president, and other leaders also host workshops on the program of service, child abuse prevention, fundraising projects, public relations, membership recruitment and retention, new club building and other key areas of Exchange operations – all are excellent avenues of education.

Mid-Winter Conference

The second conference, normally scheduled in January or February, is often called the Mid-Winter Conference. This is an appropriate time for district leaders to work closely with club leaders in monitoring results, redefining priorities and ensuring that clubs are continuing to advance toward the goals established at the outset of the year.

Key focus areas of this conference should include Exchange's growth programs (including new club building, membership recruitment, and retention), service projects, leadership development, fundraising, and public relations. Emphasis should also be placed on special events that are observed this time of the year, such as the birthday of Exchange (March 27), Child Abuse Prevention Month (April) and National Freedom Shrine Month (May).

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National representatives

Role of the National Representative

A national representative, assigned by the National Exchange Club, can be a valuable and beneficial resource at district and club activities. The national representative should be the principal speaker at the event and be available to assist the district in matters related to standards, policies, programs, and objectives.

The representative will:

1. Discuss in detail Exchange's major goals and programs for the administrative year.

2. Promote and explain the National Exchange Club program of service and its national project, child abuse prevention.
3. Assist in conducting training/educational seminars and workshops.
4. Emphasize and encourage membership recruitment/retention and new club building efforts as ways to increase Exchange's service outreach.
5. Highlight Exchange's national awards program, special observances and events.
6. Assist and counsel clubs and districts in methods of effective and efficient operation.

Whenever possible, the national representative should confer with the district or club board of directors and available committee chairs.

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Meeting Preparation

The national representative has a definite function to perform and should be involved in the program's development. The district or club leader in charge of the event coordinates all details prior to the meeting. A complete agenda, including all business to be discussed, should be prepared by the presiding officer or program chairperson and sent to the representative well in advance of the event.

Arrangements should be made to have an officer meet the national representative at the airport and escort him or her to the meeting place. If the representative is traveling by car, appoint someone to welcome him or her upon arrival and introduce this important guest to those attending. If the visitor is planning to stay over, make sure the appropriate arrangements have been made. The requesting district or club is responsible for all costs of hosting the national representative from arrival to departure.

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Attendance Guidelines

Requests for the attendance of a national representative at a district or club activity must be made in writing to the executive vice president at least six to eight weeks in advance of the event. The request should include the date, time, place, suggested dress, and occasion for the representative's visit.

The regional vice president responsible for the district is the national representative assigned to district conferences.

According to the policy of the National Exchange Club, national representatives do not have expense accounts available to them to defray the cost of trips to district and club functions, unless they are specifically assigned by the National Exchange Club.

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District Conventions

The national president appoints a national representative to attend each district convention. Travel expenses incurred by the assigned representative will be paid by the National Exchange Club. It's the district's obligation to provide complimentary accommodations and convention registrations for the national representative and spouse.

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The National Exchange Club

The National Exchange Club is a nonprofit corporation, organized and operated exclusively for educational purposes. As stated in the bylaws, the purposes of the National Exchange Club are:

1. To charter clubs.
2. To educate, improve and develop the capabilities of its members.
3. To encourage, promote and supervise Exchange Clubs.

Our national organization helps strengthen clubs, offer leadership development opportunities and build new clubs.

History

The first Exchange Club was formed in Detroit, Michigan, on March 27, 1911, by Charles A. Berkey and 12 of his friends and associates. Although the Exchange Club officially organized and acquired its name that year, the foundation of the club was laid much earlier — as far back as 1896. It was then that a group of men, representing a cross section of Detroit's business and professional community, began to meet informally during the lunch hour to exchange ideas and information.

The principle of community service soon became the focus of club activity, and word of the organization spread. In 1913, an Exchange Club was formed in Toledo, Ohio. Soon, there were Exchange Clubs in Cleveland, Ohio, and Grand Rapids, Michigan, as well. Representatives of these clubs met in Toledo in August 1917, and formally incorporated the National Exchange Club as a nonprofit, educational organization.

“Unity for Service” is the officially adopted motto of Exchange, and our official colors are blue and gold.

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Structure

Exchange Clubs are made up of business and professional men and women, in communities across the United States and Puerto Rico. Exchange is divided into 12 Exchange regions, and each region is made up of two or more districts. There are 32 districts in all, each of which is further divided into divisions.

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Leadership Opportunities

A large national organization such as Exchange offers men and women unlimited opportunity for leadership, service and recognition at the club, district and national levels. Dynamic, capable leaders can serve first at the club level, then rise to district leadership positions before moving up to key leadership roles at the national level. All members should be encouraged to take full advantage of the many leadership development opportunities available to them.

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National Board of Directors

The officers of the National Exchange Club include a national president, national president-elect, national treasurer, executive vice president and immediate past national president.

The national board of directors is composed of the above officers as well as 12 regional vice presidents. Each regional vice president works closely with the district presidents within the region, helping them establish goals, monitoring their progress and assisting in training.

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National Committees

The national bylaws call for the following committees:

Jurisprudence and Laws

This committee, chaired by a past national president, approves the form and usage of all amendments to the national bylaws. It also approves all proposed amendments to the district and local club bylaws to ensure that they do not conflict with the national bylaws or substantially deviate from the standard bylaws adopted by the national board of directors.

Budget and Finance

This committee consists of the national treasurer and at least two other national board members appointed by the national president. The budget and finance committee counsels with the executive vice president on the annual budget of the National Exchange Club and prepares recommendations for the national board of directors. The committee also selects an independent auditor to conduct an annual audit of the books of Exchange.

Special Committees

The national president may also appoint any other special committees deemed necessary or as directed by the national board of directors.

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Volunteer Field Representatives

Volunteer field representatives are specially recruited Exchange volunteers. They are endorsed by their district and trained to improve the capabilities of members, clubs and districts.

The key aims of the volunteer field representatives are to:

1. Ensure that new clubs are properly organized and trained.
2. Provide ongoing training for current and future club leaders.
3. Spread new club building expertise and make club building a regular, ongoing activity throughout the organization.
4. Tap the resources of past district presidents and national officers for the betterment of Exchange.
5. Leverage our leadership by expanding the pool of knowledgeable resource persons, adding to the responsiveness of National Headquarters.
6. Improve the quality and consistency of training materials.
7. Identify and cultivate future leaders.

Volunteer field representatives will, upon request:

1. Conduct permanent organization procedures for new clubs, including officer training.
2. Implement leadership seminars at district educational conferences and conventions.
3. Assist in the implementation of leadership training for club presidents, presidents-elect, immediate past presidents and district directors.
4. Facilitate new club building seminars for districts and clubs.

For more information on how a volunteer field representative can assist your club or district, contact the club [and district services department](#).

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Membership Growth

To help build an even more effective and widely recognized organization, districts and clubs should implement ongoing membership growth programs. Exchangites can help their organization grow by building membership in existing clubs and by forming new clubs. The National Exchange Club has developed a new club building plan and can provide resources to help a club add to its own membership. National Headquarters also has information on building networking clubs, Collegiate Clubs, EXCEL Clubs and primary focus clubs.

The Gold Standard of Growth

This is a compilation of items on a CD that will help any Exchangite or Exchange Club with developing a sound recruiting plan. Whether you are developing a membership drive or planning to build a new club, the Gold Standard of Growth CD is full of material that will help you achieve your goal.

The CD contains sample newsletters, invitations, press releases and much, more. For a copy of your free CD please [contact your club and district services department](#).

The Renaissance Program

The Renaissance Program is available to any club that would like assistance from the national office. This includes help with recruiting members or improving club operations.

For clubs with fewer than 25 members, incentives are offered for completing the process and growing the club.

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National Convention

The National Exchange Club holds a convention each year at a time and place designated by the board of directors. Each chartered Exchange Club is entitled to voting representation at this convention as outlined in the bylaws of the National Exchange Club.

Representatives elect national officers and vote on amendments to the bylaws; a variety of educational seminars are presented; national awards are presented to deserving members, clubs and districts; and numerous public figures and Exchange leaders address the convention.

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Policies

In its management of the activities of the National Exchange Club, the board of directors formulates policy which is applicable to the operation of Exchange at the national, district and

club levels. The following policy statements are of general interest. Additional policy statements may be found in the national, district and club bylaws publication.

Political Campaigns and Legislation

The National Exchange Club and local clubs chartered by it are nonpartisan, educational organizations. All activities of local Exchange Clubs should be selected and supported purely on their own merits, without any alliances with political groups. An Exchange Club should not give endorsement to any individual for political office, nor should it attempt to influence legislation. A club should not permit itself to become an instrument of any political party that may seek its influence, nor should it permit itself to be used for a political purpose by an individual or group.

Trademark

Under trademark laws, the National Exchange Club must exercise complete authority of the use of this service mark in order to protect its registered rights and prevent its name and emblem from becoming public property. Permission to use its service mark will be granted only if the contemplated use is appropriate to the ideals, objectives and traditions of the National Exchange Club.

The National Exchange Club's collective service mark—name, emblem and motto “Unity for Service”—is registered as a trademark with the Patent Office of the United States.

Alcoholic Beverages

The National Exchange Club encourages chartered clubs to adopt a policy prohibiting the serving or drinking of alcoholic beverages from the start of a club meeting to its end.

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Program of Service

The Exchange motto, Unity for Service, characterizes the spirit and purpose of the many community projects sponsored by Exchange. Collectively, these projects are called the National Exchange Club Program of Service. It is divided into the categories of youth, Americanism and community service, with child abuse prevention emphasized as the national project. These programs have been officially adopted as objectives of the National Exchange Club:

Child Abuse Prevention

Child Abuse Prevention Centers

Believe in the Blue

Shaken Baby Syndrome

Campaign for Kids

Youth

Youth of the Month/Year

A.C.E. (Accepting the Challenge of Excellence) Award

Young Citizenship Award

EXCEL Clubs

Americanism

Freedom Shrine

Get Out the Vote

One Nation Under God

Proudly We Hail

GiveAKidAFlagToWave

Community Service

Crime Prevention

Book of Golden Deeds

Fire Prevention

Service to Seniors

New programs will be reviewed annually for the first three years and every third year thereafter. Once adopted, a new program will be promoted actively to every Exchange Club.

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The National Exchange Club Foundation

The mission of the National Exchange Club Foundation is to provide financial resources for the National Exchange Club Program of Service. The core purpose is to make a difference in the lives of children, families and our communities, and to secure the future of Exchange and Exchange Club Centers. Whether it's child abuse prevention, community service, youth or Americanism programs, the Foundation is committed to supporting all Exchange areas of service. From service

to seniors to protecting our American heritage, all of Exchange's service programs help promote the well being of our society.

The Foundation has organized a nationwide network of more than 100 Exchange Club Child Abuse Prevention Centers. These centers utilize professionally trained parent aides who work with families at risk of abuse or where abuse has occurred. To date, more than 656,689 families and 1.6 million children have been helped by the Foundation and Exchange Club Centers.

The Foundation also acts as a national resource center and clearinghouse to all Exchange Clubs wanting to conduct child abuse prevention programs in their communities.

The Foundation promotes National Child Abuse Prevention Month each year in April by distributing a kit containing a *Child Abuse Prevention Project Guide*, which offers proven child abuse prevention ideas for clubs and centers to organize locally. The Foundation also provides current child abuse prevention information, public relations support and fund-raising guidance.

Another focus of the Foundation is the prevention of Shaken Baby Syndrome. September is recognized as Baby Safety Month, and clubs and centers are encouraged to develop local Shaken Baby Syndrome awareness campaigns.

If an Exchange Club is interested in developing a local Exchange Club Child Abuse Prevention Center, the Foundation provides technical assistance to facilitate the establishment of a new center.

Exchange Club members can designate their donations to their favorite program of service through the Foundation's Century and Medallion Clubs. The Foundation promotes a wide variety of charitable giving programs for members to participate in.

Contact the Foundation office at 1-800-XCHANGE (800-924-2643) for more information or visit www.exchangeclubfoundation.org and www.preventchildabuse.com.

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Your national headquarters

Your National Headquarters, located in Toledo, Ohio, has informational and educational materials readily available to assist Exchange Clubs in planning effective programs of leadership development, service to members and community and membership growth.

Every member of Exchange is always welcome to visit National Headquarters and to meet the staff members who serve them. Whenever assistance of any kind is needed, please call, fax, e-mail or write. Your club's purpose is service to its community. The National Exchange Club's purpose is service to you and your club.

Departments

Administrative Department – Organizational administration, general correspondence, bylaws, club and district historical information, general filing, reception/telephone matters, member service.

e-mail: admin@nationalexchangeclub.org

Club and District Services – National awards program, leadership development, new club building, membership recruitment, program of service information.

e-mail: cdsd@nationalexchangeclub.org

Communications – Developing and printing publications, public relations, media relations, district bulletin printing, national magazine, website, clip art, bulletin editor kits and awards, and photo files.

e-mail: commun@nationalexchangeclub.org / magazine@nationalexchangeclub.org

Development – Donor development, corporate and foundation support, fundraising events and planned giving.

e-mail: development@nationalexchangeclub.org

Finance and Membership – General accounting questions, IRS issues, research, vendors, accounts payable, accounts receivable, questions on club balances, data processing, mailing label orders, insurance, officer and address changes, membership and club records inquiries.

e-mail: financial@nationalexchangeclub.org

Supplies and Meeting Planning – Supply orders and inquiries, meeting/conference/convention planning, travel, shipping and receiving.

e-mail: supply@nationalexchangeclub.org

website: www.buyexchange.org

Child Abuse Prevention Services – Child abuse prevention information, program development, Exchange Club Center services.

e-mail: cap@nationalexchangeclub.org

website: www.exchangeclubfoundation.org

www.preventchildabuse.com

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E-mail

E-mail can be used to contact national staff, submit reports and request supplies. The general e-mail address to contact Headquarters is info@nationalexchangeclub.org. Messages will be forwarded to the appropriate staff. You can also send a message to a specific department at the e-mail addresses found under “Department Descriptions.”

Exchange E-mail List (Listserv)

The Exchange e-mail list has been established to connect members across the country to share ideas and resources on topics of interest to Exchangites through e-mail. To subscribe to the list, follow the links found under Club Tools in the Member Area of the website. Or, send an e-mail to: info@nationalexchangeclub.org. Please provide your full name, club name and e-mail address to use.

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Website Resources

The National Exchange Club’s website provides a wealth of resources and information for members on membership, new club building, projects, awards, report and award forms, organizational structure, Bylaws, Program of Service, current news from Headquarters, national convention information, National Board action, the strategic plan, Exchange calendar, program guides, planners and publications, including *Currents*. Log on frequently to www.nationalexchangeclub.org to get up-to-date information. To enter the member area, use the username: member and password: exchange. Both words are case sensitive and should be all lowercase.

On the website you can find fundraising ideas from clubs across the country by checking out the Fundraising Idea Exchange. This idea exchange provides proven, successful fundraising project ideas for your club. Information is collected from clubs and saved in a searchable database.

To view and order the complete catalog of Exchange supplies, more than 350 items, see the Exchange Catalog at: www.buyexchange.org.

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Supplies

As a service to districts, clubs and members, and to aid them in their operations and service activities, the National Exchange Club maintains a complete supply department at National Headquarters. The official supply items are designed and manufactured especially for the National Exchange Club, and always carry the official, trademarked Exchange Club emblem.

All Exchange Clubs are encouraged to use only official National Exchange Club supply items to meet operating standards and strengthen our organization's image. Revenue from supply sales is used to support Exchange education and leadership development programs.

The National Exchange Club maintains trademark registrations of the official emblem in the Patent and Trademark office of the United States. This is to ensure exclusive use of such marks for identification of Exchange clubs, goods and purposes only. Refer to the Bylaws of The National Exchange Club, Article XVII, Section 2, for more details. Exchange Clubs are authorized to print emblems, titles or motto on publications only. Other uses are considered trademark violations unless they have prior approval by the National Board of Directors. Such permission is never granted for any item which competes with an item listed in the Supply Catalog or otherwise supplied by the National Exchange Club.

Districts can sell consignment at their conferences and convention. The *Supply Catalog* and price lists are available from National Headquarters and on the website. Supply orders may be placed via telephone, fax, e-mail, internet, or mail.

SPECIAL PRODUCTS

The Supply Department has provided many clubs and districts with specialty items that are not offered in the catalog. We can provide you with almost any product you can imagine for your special service project, as well as your personal or business use. We work daily with national manufacturers who can provide you with top quality merchandise at reasonable prices. Call us for prices! Catalogs and price lists are available from National Headquarters and on the website.

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Recognition and Awards

The National Exchange Club offers a variety of unique and distinctive awards to recognize members, clubs and districts for outstanding efforts in growth, program excellence and

leadership development. Club leaders, especially the president and secretary, should be familiar with the National Exchange Club's award program, and should encourage every member to strive for excellence. For complete details, see the awards section of this booklet and the Club Leader's Monthly Planner or the awards section of the website.

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Exchange Today Magazine

Exchange Today Magazine, published four times a year, is an educational and informational publication for Exchange Club members. The editorial content of the magazine promotes the organization's goals, programs and policies, publicizes the work and accomplishments of Exchange Clubs and shares new ideas with the entire membership.

All Exchange Clubs are encouraged to submit articles to the editor describing exceptional service projects or other accomplishments.

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Exchange Leadership Excellence

Exchange Leadership Excellence (ELE) is a cutting-edge, core training program for leaders in all levels of Exchange. The leadership program takes its attendees through such activities as developing a personal mission statement, identifying and breaking through blocks to leadership, building stronger teams and defining personal leadership styles. Additional units are being developed. To schedule ELE training in your area, contact the club and district services department.

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Other Publications

The National Exchange Club produces a wide variety of additional publications, dealing with every phase of club service, operations and administration. Many of these, such as this *District Leader's Monthly Planner*, are distributed automatically during the course of the year to club leaders. A club officer may request others. Contact National Headquarters for information or assistance whenever necessary.

There is no charge for single copies of educational publications provided to Exchange Clubs. However, a nominal charge is made for additional copies in some cases. Prices are listed in the supply catalog or are available upon request.

Following is a list of publications available free from your National Headquarters:

ABC's of Membership
Address Change Notification
Americanism Projects Guide
Bulletin Editor's Kit
Child Abuse Prevention Fact Sheets
Child Abuse Prevention Project Guide
Club Leader's Monthly Planner
Collegiate Exchange Club Recruitment Brochure
Community Service Project Guide
Crime and Fire Prevention Resource Guide
District Leader's Monthly Planner
Dropped Membership Certification (Pink Card)
EXCEL Guidebook
Exchange Membership Certification (Gold Card)
Exchange Print Public Service Announcements
Exchange Today Guidelines for News
Exchange Today Advertising Rates
Fundraising Award Application
Gold Standards of Growth CD
Milestones of Freedom Brochure
New Club Building Commitment Form
New Club Building Guide
Public Relations Resource Guide
Program & Activities Card
Share the Exchange Experience Recruitment Card
Style Guide

Why Join Exchange

Youth Projects Guide

Following is a partial list of publications available from your National Headquarters Supply Department:

Blue and Gold Award Booklet - .70 each

EXCEL Club Recruitment Brochure - \$6/20

Exchange Education - \$3 each

Exchange ... What's in it for me? (English or Spanish) - \$7/100

Fetal Alcohol Syndrome Brochure - \$9.50/100

Freedom Shrine Guide - .50 each

History of Exchange - \$1 each

Join Exchange Brochure - \$10/100

Prospective Member Kit - .50/each

Shaken Baby Syndrome Brochure - \$7/100

Shaken Baby Syndrome Brochure--(Spanish) - \$8/100

What is Exchange? (English or Spanish) - \$7/100

You Can Help Save My Life - \$12/100

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Club and district awards

[Click here to go to the Awards page.](#)

This awards section is in lieu of the awards books. All award submission forms are available online at www.nationalexchangeclub.org/memberarea under Forms and Awards or from National Headquarters at 800-924-2643. The award criteria are included in this section as well as online.

Club level awards

CLUB BUILDER AWARDS

New Club Builder Award

A club will receive a banner patch for each new club it sponsors.

Application: *None. Data tracked by National Headquarters.*

Club Builder Individual Awards

A member who serves as a new club builder will receive a New Club Building Award plaque for the first club he or she helps charter. The club builder will receive a plaque star for each additional new club chartered.

Exchange Reward Dollars are awarded to new club builders and can be used to purchase items from the supply department.

Note: The National Board of Directors may change the Exchange Reward program without prior notice.

Application: *None. Data tracked by National Headquarters.*

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MEMBERSHIP GROWTH AWARDS

Member Award Pins

Three, 10, 25, 50, 75 and 100-member pins will be sent to club presidents for presentation at meetings. Awards are based on members recruited since Sept. 1, 1979. The three-member pin is for those who have recruited three members within one administrative year, not including transfer members.

Application: *The sponsor and the names of the sponsored members must be submitted to Headquarters by the club secretary in order to receive the pin.*

Club Membership Achievement Award

A club with a net increase of five (5) and an 85% or higher retention rate, July 1 through June 30, will receive this banner patch.

Application: *None. Data tracked by National Headquarters.*

Club Superior Membership Achievement Award

A club with a net increase of eight (8) and a 90% or higher retention rate, July 1 through June 30, will receive this banner patch.

Application: *None. Data tracked by National Headquarters.*

Club Excellence Award

Each club earning the National Service Award *and* a membership achievement award will receive this special banner patch.

Application: *None. Data tracked by National Headquarters.*

Club Rebuilder Award

A club adding 20 new members and maintaining 20 members for a year. Commitment form required.

Application: *None. Data tracked by National Headquarters.*

Charter Club Cornerstone Award

Clubs reaching 35 members within their first six months after charter, and maintaining 35 members for an additional six months, will receive an official Exchange Club lectern. The club must be current with dues for all 35 members.

Application: *None required, data tracked by National Headquarters. Recognition will be given to clubs built during the previous administrative year.*

Club Hat Trick Award

Clubs that meet the below criteria during the administration year will receive this award.

1. Sponsor a new club that POMs during the year or assist an understrength club in a growth campaign that results in a net increase of 20 members.
2. Show a minimum net increase of one member for the year.

3. Have a 90% retention rate for the year.

Application: *None. Data tracked by National Headquarters.*

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SERVICE AWARDS

Service Project and Activity Awards

A club will receive one embroidered patch per year for the completion of each listed service project. To be eligible for a service award, a project must reach beyond the club membership and be of benefit to individuals and the community. When the same project is conducted more than once in a given year, clubs will receive a star patch to be placed on or around patches.

Program of Service and Activity Projects

Americanism: Freedom Shrine, GiveAKidAFlagToWave, One Nation Under God, Proudly We Hail, Get Out the Vote, and Other Americanism projects.

Child Abuse Prevention: Center-related activities, Non-center-related activities, Campaign for Kids, and Other Child Abuse Prevention projects.

Community Service: Book of Golden Deeds, Crime Prevention, Fire Prevention, Service to Seniors, and Other Community Service projects.

Youth: Youth of the Month/Year, Young Citizenship Award, A.C.E. Award, EXCEL Club, and Other Youth projects.

Application: *Immediately following the project, a Program and Activities Application must be submitted to National Headquarters.*

National Service Award

When clubs earn one patch in each of the four service areas and sponsor any two additional projects, they will receive:

1. National Service Award Banner (first-time winner)
2. National Service Award Banner Patch
3. Individual lapel pins for each club member

Application: *Winners will be based on Program and Activities Applications received at National Headquarters by June 30. All online applications must be received by June 25.*

Outstanding Service Project Award

In July, three clubs will be honored for the most creative or unique projects that have benefitted their communities and produced local or national exposure for the club and organization. One project will be chosen from each of the following areas: Americanism, Community Service, and Youth. Winning clubs will present and display their projects during the National Convention.

Each winner will receive a National Outstanding Service Project Award banner and one convention events package (travel not included) for the member chosen to represent the club.

Application: Clubs wishing to apply must submit the National Outstanding Service Project Award application by May 15.

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FUNDRAISING AWARDS

Club Fundraising Award

Each club that completes a fundraising event reaching beyond the club membership will receive a banner patch. For each additional fundraising event, clubs will receive one star patch per project, to be displayed with the patch.

Application: Each project must be submitted on a Fundraising Award Application and received at National Headquarters immediately following the fundraiser.

National Outstanding Fundraising Award

In July, two clubs, one in the 50-members-or-more category and one in the 49-members-or-fewer category, will be honored for the most creative or unique fundraising project which has raised significant money for their club and produced local or national exposure. Each club will be invited to display its project at the National Convention and will receive a special club banner and one convention events package (travel not included) for the member chosen to represent each club.

Application: *Clubs wishing to apply must submit the National Outstanding Fundraising Award Application by May 15.*

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CARE AWARD

The CARE (Child Abuse Reduction Effort) Awards, are presented at the National Exchange Club Convention. This Foundation award honors an Exchange Club or group of clubs that sponsors the most effective and innovative child abuse prevention project. The project can support a local Exchange Club Center for the Prevention of Child Abuse or not be related to a Center. The CARE Awards are given to the top clubs in both the “50 members and more” category and the “49 members or fewer” category.

Clubs can submit Campaign for Kids projects and other child abuse prevention fundraising projects on the CARE Award nomination form. All applicants will receive a CARE Award patch.

Application: *Clubs wishing to apply must submit the CARE Award nomination form by May 31.*

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LEADERSHIP AWARDS

Distinguished Club President Award

A plaque will be awarded to each club president whose club meets the following requirements:

1. Wins Club Membership Achievement Award, the Big “E” Award or builds a new club.
2. Conducts a program development meeting by June 30, and sends a copy of the report to the district director, district president and National Headquarters by July 15.
3. Earns National Service Award.
4. Earns Club Fundraising Award.
5. Conducts New Member Orientation for every new member and submits New Member Activation forms found in the club planner.

Application: *None. Data tracked by National Headquarters.*

Distinguished Charter Club President Award

A plaque will be presented to a charter club president whose club meets the following criteria:

1. Achieves a net increase of two members by the club's one year anniversary.
2. Earns one Club Fundraising Award in the first year.
3. Earns two Service Project and Activity Award patches in the first year.

Application: *None. Data tracked by National Headquarters. Recognition will be given to clubs built during the previous administrative year.*

Distinguished Club Secretary Award

A certificate and embroidered banner patch will be awarded to each club secretary who meets the following:

1. Reports names and addresses of new officers by April 30.
2. Returns convention credentials form by June 1.
3. Returns Activities Summary form by June 30.

Application: *Complete application and return to National Headquarters within 30 days after the administrative year ends (August 1).*

Distinguished Club Treasurer Award

A certificate and an embroidered banner patch will be awarded to each club treasurer who fulfills the following requirements:

1. Files IRS Form 990 by November 15.
2. Maintains current accounts with both district and national.
3. Prepares formal annual budget.
4. Uses proper bonding.
5. Maintains separate activities and operating accounts.
6. Has audit performed.

Application: *Complete application and return to National Headquarters within 30 days after the administrative year ends (August 1).*

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ALL-AMERICAN VOLUNTEER OF THE YEAR AWARD

The All-American Volunteer of the Year award acknowledges and recognizes Exchangites who work hard at the club level.

Many Exchangites contribute much time and energy at the club level and deserve national recognition. They are the backbone of our organization - they are our All-American Volunteers.

A nominee must attend at least 75% of club meetings and participate in at least 80% of club projects. Longevity will be considered. This award will not in any way be associated with the leadership level. It's for club level volunteers. Any member serving as a district or national officer during the past five years is ineligible.

Each club chooses its own All-American Volunteer of the Year. These club winners are submitted to the district chairperson. The district's All-American Volunteer of the Year (or an alternate recommendation) is submitted to National for the selection of the National All-American Volunteer of the Year. The winner receives an award from the National President at the National Convention.

Only one entry per club will be accepted at the district level. Only one entry per district will be accepted at the national level.

Application: *Consult district secretary for district deadline. All district entries for the National All-American Volunteer must be submitted to National Headquarters by June 1.*

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PUBLICATION AWARDS

National Best Club Bulletin Award

A plaque is awarded to two club bulletin editors — one for clubs with fewer than 50 members and one for clubs with 50 or more members. Club bulletins must be entered by the district after competing and winning at the district level.

Bulletins are judged for content, readability and eye appeal (see application for more information).

Requirements:

1. Bulletin must be published and distributed at least once a month.
2. Winners of the award become ineligible for this year's competition.
3. Deadline for receipt of entries at National Headquarters is April 10.

4. Bulletins will be judged for content, readability and eye appeal. The bulletin in each membership category with the highest score will be the winner.
5. Entries will be judged by a panel of professionals with experience in writing, newspaper or periodical editing or related communications field.
6. Please submit no more than three samples of a club's bulletin published between April 1 and March 31 for consideration by the judges.

Application: *Entry form and three samples of club bulletins to National Headquarters by April 10.*

National Best Club/District Web Site Awards

Distinctive plaques are awarded to the clubs and district whose Web sites are judged best. Web sites will be rated on content, structure, visual design, and functionality.

Requirements:

1. There are three categories of competition in national judging:
 - a. For club Web sites developed by Exchange Clubs reporting 50 or more members during the administration year.
 - b. For club Web sites developed by Exchange Clubs reporting 49 or fewer members during the administration year.
 - c. For district Web sites.
2. To be eligible for a national award, the district or club must have a completed Web site accessible on the World Wide Web by the entry deadline of April 10. Judging will be completed by May 31.
3. Each entry form must be signed and/or certified by a district or club officer that the entry is the official Web site of his/her district or club.
4. Winners of last year's award become ineligible for this year's competition.

Application: *The Web Site Award entry form must be completed and returned to National Headquarters by April 10.*

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PUBLIC RELATIONS AWARD

Clubs meeting at least six of the following requirements will receive a banner patch. Two national winners (fewer than 50 members/50 or more members) will receive a convention package (travel not included) and the opportunity to present a public relations convention seminar. The winning entrant will be ineligible to win for three years. On the fourth year, the winner will once again be eligible to win this award. The winner may, however, still enter to receive a banner patch during the three ineligible years.

Requirements: *A minimum of six of the 10 requirements must be met to earn this award.*

1. Club has a public relations chair and a public relations committee of three or more persons.
2. Club has a public relations plan for current year or for two or more years. (Please submit copy of plan.)
3. Club has the *Public Relations Guide* (a National publication).
4. Club has shown the Exchange identity video. Please submit a list of dates shown and the number in attendance, identify station and estimate media audience, if applicable.
5. Club has used a Child Abuse Prevention print or video public service announcement one or more times. (Please submit dates of air or print tear sheet.)
6. Club uses an Exchange Club sign or banner at sponsored events. (Please submit list of events, dates and approximate number of people exposed to the banner.)
7. Club has a sign displayed at their meeting place that reads “The Exchange Club of _____ Meets Here.”
8. Club uses the national recruiting video or brochure or a locally-produced recruiting brochure. (Please submit copy of brochure.)
9. Club produces a bulletin/newsletter of 12 or more issues per year. (Please submit sample and schedule.)
10. Club uses road signs in their community. (Please submit photo.)

Application: *The Public Relations Award entry form must be completed and returned to National Headquarters by May 15.*

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District level awards

Club builder awards

Star District President Award

District presidents who have chartered three or more new clubs in their district, with a net increase of one club, and a net membership gain within the awards year will receive a special trophy.

Application: *None required, data tracked by National Headquarters.*

District New Club Building Chair Award

A plaque will be presented to the District New Club Building Chair who was actively involved in the successful building of at least three new clubs permanently organized by member clubs of the district and is listed as a Club Builder for at least three clubs during the administrative year.

Application: *None required, data tracked by National Headquarters.*

Distinguished District President Award

An award will be presented to each district president meeting the following requirements:

Leadership Development

1. Provides leadership training for district directors and club officers, prior to June 30.
2. Files reports on training for district directors and club officers by July 15. (See [Training Report](#))
3. Attends all district conferences and district convention.

Program Excellence

1. At least 50 percent of clubs in the district earn the National Service Award.
2. At least 50 percent of clubs conduct child abuse prevention projects.

Growth

1. Achieves district membership increase of two percent, including new clubs.
2. Achieves a net increase of one new club in the district.

Administrative

1. Files district president's monthly reports with regional vice president and National Headquarters by the 5th of each month.

Application: *Complete and return the form available online or from National Headquarters. Scoring will be tracked from the district president's monthly reports filed by the 5th of each month, training reports filed and statistics accumulated at National Headquarters, within the administrative year July 1 - June 30. Application form should be completed by district president. The regional vice president will approve and submit it to National Headquarters by June 30.*

Distinguished District Director Award

A plaque signifying exceptional achievement will be awarded for each district director meeting the following requirements within the awards year:

Leadership Development

1. At least 50 percent of clubs in the division represented at the district convention.
2. Provides proper training for all club officers within the division, prior to June 30.
3. Files training report with district president and National Headquarters by July 15.
(See [Training Report](#))

Program Excellence

1. At least 50 percent of clubs in the division earn the National Service Award.

Growth

1. Division achieves a net increase in membership, or a new club is formed within the division.

Administrative

1. Personally visits each club in the division at least twice during the year. (At least one must be a regular club meeting.)
2. Each [district director's Report A](#) completed and submitted to district president by Aug. 15.
3. Attends all district board meetings.

Application: *Form should be completed by district director, available online or from National Headquarters. District president will then approve and send it to National Headquarters by June 30.*

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Publication Award

EDIT District Bulletin Award

A plaque is awarded to two district bulletin editors, one for each membership level: 799 or fewer; 800 or more. (Membership is determined as of July 1.) The EDIT Award will be presented to the bulletin editor in each membership level receiving the highest point totals. Entries will be judged by a panel of professionals with experience in writing, newspaper or periodical editing or related communications field.

Requirements:

1. Entries must be official printed publications of the District Exchange Clubs.
2. All issues of the district bulletin published from April 1 through March 31 of this administrative year must be submitted. To be eligible, a district must publish a bulletin at least four times in a 12-month period.
3. Winners of last year's award become ineligible to compete in this year's competition.
4. Entries will be judged on a 10-point scale in the following categories: district news coverage, club news coverage, national news and promotion, Exchange education, layout and eye appeal, writing quality, improvement and frequency of publication.

Application: *Entry form available online or from National Headquarters must be completed by the editor and submitted with bulletin entries by April 10.*

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Youth Awards

Youth of the Month/Year Award

The National Exchange Club's Youth of the Month program provides Exchange Clubs with the opportunity to honor outstanding students in the community who have exhibited excellence in academics and leadership promoting good citizenship, a desire for greater scholastic achievement, and the development of well-rounded personalities to other young adults in the community.

A club chooses its Youth of the Year from its Youth of the Month winners. The club winners are submitted to the district Youth of the Year chairperson. All district Youth of the Year winners are submitted to National for the selection of the National Youth of the Year. The winner receives the Youth of the Year Award and a \$10,000 scholarship at the National Convention. Travel accommodations will be provided to the winner and his/her parents/guardians.

Application: *Complete application available online or from National Headquarters. All district entries for the National Youth of the Year must be submitted to National Headquarters by June 1.*

A.C.E. (Accepting the Challenge of Excellence) Award

The A.C.E. (Accepting the Challenge of Excellence) Award recognizes high school students who have had to overcome great physical, emotional, or social obstacles and are now eligible for high school graduation.

This program helps encourage students to overcome their hardships and get back on track toward a high school diploma. It recognizes those students who are often overlooked for their accomplishments, serving as a powerful example to all students that hard work and perseverance really do pay.

Each club chooses its own A.C.E. of the Year from their A.C.E. of the Month winners. Clubs submitted to the district A.C.E. of the Year chairperson. All district A.C.E. of the Year winners are then submitted to National for a final competition and the selection of the National A.C.E. of the Year. The winner will receive the A.C.E. Award and a \$10,000 scholarship at the National Convention. Travel accommodations will be provided to the winner and his/her parents/guardians.

Application: *Complete application available online or from National Headquarters. All district entries for the National A.C.E. of the Year must be submitted to National Headquarters by June 1.*

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National Exchangite of the Year Award

The National Exchangite of the Year Award will be presented at the National Convention. The award is designed to recognize an outstanding Exchangite who is active in the organization through participation in recruitment/new club building efforts, club/district leadership positions, major club or district committees, projects or fundraisers. The award also seeks to recognize individuals who roll up their sleeves to volunteer and have a positive attitude.

The district can use any selection procedure. It is expected, but not required, that the individual submitted from the district will be the district's Exchangite of the Year. All district nominees will receive recognition in a printed convention event program. Permanent recognition of National Exchangites of the Year will be located at National Headquarters.

Requirements:

1. Each district may submit one candidate. The candidate must be an active Exchangite in good standing from a club in good standing. (See judging criteria on the last page of the award application.)
2. Current members of the National Board of Directors are not eligible for this award.
3. In order to be recognized as National Exchangite of the Year, the honoree must be present at the National Convention. An effort will be made to determine this confidentially.
4. The award will be based on a 100-point grading system. Since there are many other awards and avenues of recognition for membership, it is included in the criteria but is not the dominant factor. Club builders receive 16 points for building a club, but do not receive additional points for more clubs. Judges have up to 25 discretionary points to award for outstanding accomplishments that do not fit into the listed categories (see award application).

Application: *Award application available online or from National Headquarters should be completed and returned to National Headquarters by June 1.*

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The Big “E” Award

The Big “E” Award is designed to motivate clubs to achieve the highest standard of excellence. Completing the following criteria ensures an Exchange Club continuous growth, expansion of programs and an increase in community visibility.

Expansion/Extension

One of the following must be fulfilled:

- Build a new club.
- Achieve a net membership increase of two (2) for the year.
- Aid a nearby understrength club (less than 25 members) to achieve at least a 30 percent membership increase, bringing that club to a minimum of 25 members.
- Assist any 25 member or more club with their growth efforts in a net member increase of 10 or more with documentation of the effort being reported to Headquarters.

Efficiency

All five of the following requirements must be fulfilled:

1. Conduct a Program Development Meeting by June 30, and report it to National Headquarters on the provided form by July 15.
2. Be current in accounts with the National Exchange Club as required under the national bylaws.
3. Publish a club bulletin at least twice monthly and place National Headquarters on the mailing list. Send a copy of the newsletter to National Headquarters. One of the bulletins may be board meeting minutes. Alternatively, a club can post its club bulletins and board minutes on the club website and e-mail the link or newsletter to members, district officers, and National Headquarters at cdsd@nationalexchangeclub.org.
4. Return Officer Election Report to National Headquarters by April 30.
5. Complete and return to National Headquarters the Activities Summary, no later than June 30.

Education

All five of the following requirements must be fulfilled:

1. Earn the National Service Award.
2. Present at least one Freedom Shrine, Freedom Gallery or Freedom Shrine rededication with appropriate ceremony.
3. Sponsor a child abuse prevention fundraiser for either an Exchange Club Child Abuse Prevention Center, other child abuse prevention agency or the national Blue Ribbon campaign. Or, sponsor a child abuse prevention community education program.
4. Install an official Exchange Club road sign on a major roadway into your community. If all major roads leading into the community have road signs, annually inspect signs and replace those that are in poor or faded condition. If your community does not allow road signs, submit alternate evidence of Exchange Club publicity in the community, such as newspaper clippings, PSA video airings, etc.
5. Ensure that an official 'Exchange Club of (blank) Meets Here' plaque is prominently displayed at your club's regular meeting place, or publish a notice as to when and where your club meets no less than once a month. For application forms and other club awards, visit our website or call National Headquarters.

Application: *Award application available online or from National Headquarters should be completed and returned to National Headquarters by June 30.*

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