

THE NEXT CENTURY CAMPAIGN 2011-2012

JULY 1, 2011-JUNE 30, 2012

Presented by 2011-2012 National President Sid Mobley

MAIN STATION

On the occasion of our centennial year, what better way to move into the next century than by having clubs and members become part of the **Next Century Club**. You will be admitted as a **Next Century Club** member if, between July 1, 2011 and June 30, 2012;

– A club builds a new club (both new and sponsoring clubs will qualify); **OR** a club recruits 10 members, **OR** an Exchangite recruits 10 or more members. Clubs will receive: Next Century Club banner, special recognition at the National Convention and \$500 gift certificate to the Exchange Market.

– An Exchangite who recruits at least five new members will receive a class shirt, become an honorary Conductor, receive special recognition at the National Convention, and will receive a special Next Century Club Jacket. This can only happen once.



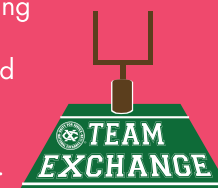
STATION 1

Join up with your fellow Exchangites through a fun event with area clubs and family members. Points will be awarded for various items in your event. Check out the planning guide online with party checklist, invitation template and more. Clubs with the most points will be eligible for prizes at the end of the administrative year. Have a great event!



STATION 2

Celebrate the Homecoming season and your club in Sept-Nov! Invite former and prospective members to a tailgate party before a sporting event and show them all the great things your club has to offer. The best Homecoming event will be recognized, and winning club members will receive a prize. Good luck!



STATION 3

Specifically for high school and college students, the Excel and Collegiate Community is a way to introduce younger generations to Exchange. The goal is to build new Excel and Collegiate Clubs, and awards will be given to the new club and the sponsoring club. Fall is the best time to catch new students!



STATION 4

Come on America, let's Stand Up and band together! The popular trial membership program is back for 90 days from January 15–April 15. Also returning is Say the Pledge, which can be incorporated into SUA or done on its own at any time during the Exchange year.



STATION 5

To our Believe in the Blue Campaign, we will add Blue Mondays. April is Believe in the Blue Month in observance of our national project, the Prevention of Child Abuse. In addition to conducting the Believe in the Blue Campaign in the middle of the month, we will observe by calling upon Exchangites to wear the color blue every Monday during the month of April.



Helpful program materials will be available online throughout the year for each of these activities.