

## What?

Whether an athlete, spectator, or enthusiast, you can join in on Exchange's year-round recruiting challenge! Every day you have an opportunity to share Exchange, just by doing what you normally do!

Everywhere you go presents an opportunity to meet new potential Exchange Club members ... the gym, yoga class, the park, the soccer fields, your spiritual health or traditional doctor's office, the health food store, a farm-to-table restaurant ... everywhere!

## Why?

- High level of camaraderie with fellow members.
- Community service opportunities.
- Belonging to a professional network.
- Membership in a support network.
- Leadership opportunities and development; gain valuable skills that transfer to work and life.
- Becoming part of a long-standing tradition.
- Build your network.
- The chance to 'do good'.
- Learn more about your community and country.
- Sense of pride and identity.

Share the benefits of being **#ExchangeFit!**  
Invite others to join Exchange!

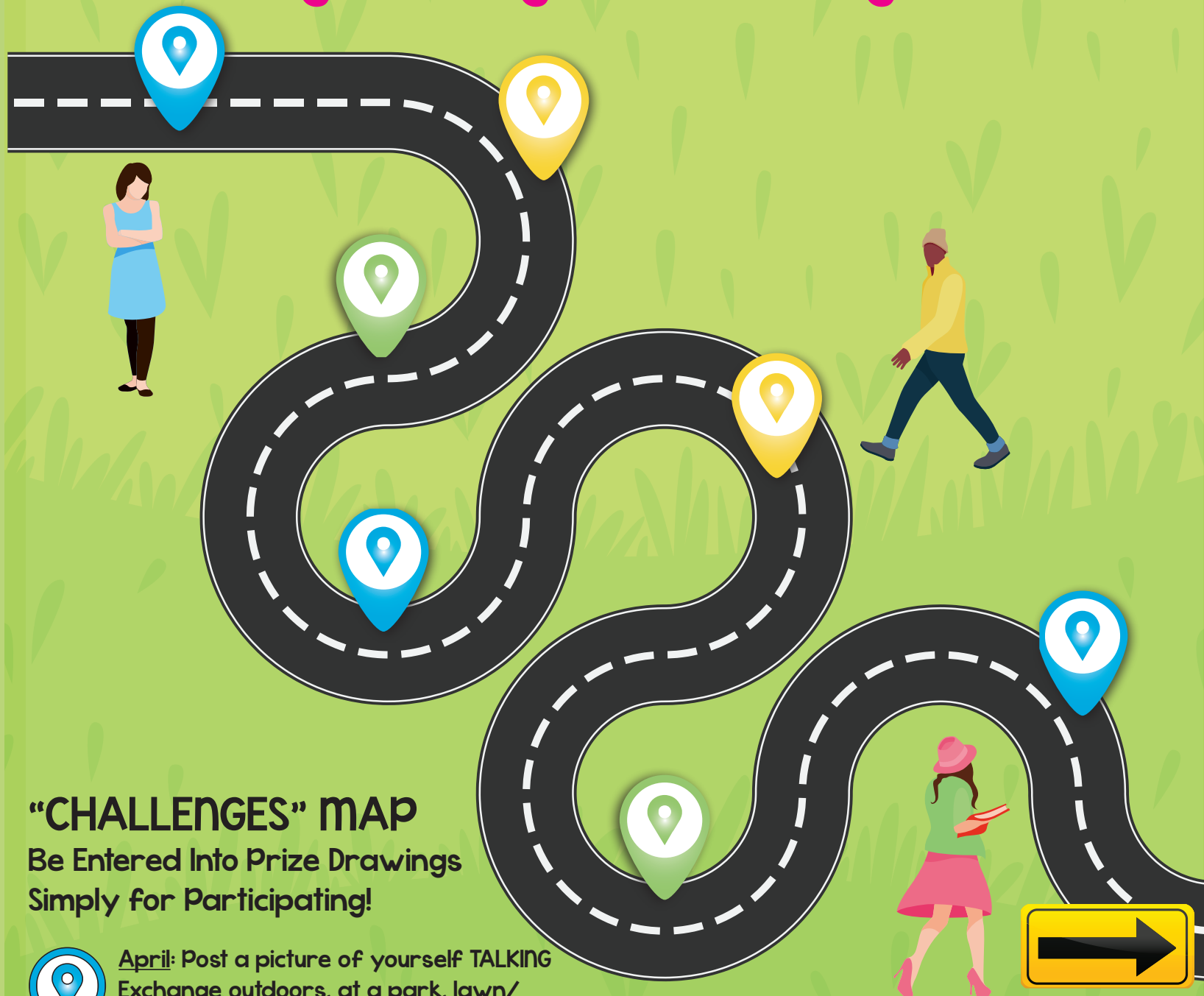
## Show That You've Participated

"Check in" at your exercise facility, health club, and recreational event - wherever you are promoting health and well-being - using the hashtags **#ExchangeStrong** **#ExchangeFit!**

Post images and stories to Exchange's Facebook, Twitter, and Instagram pages using the hashtags **#ExchangeStrong** **#ExchangeFit!**

Join in on the challenges! (Details to the right.)

# #ExchangeStrong IS #ExchangeFit



## "CHALLENGES" MAP Be Entered Into Prize Drawings Simply for Participating!



**April:** Post a picture of yourself TALKING Exchange outdoors, at a park, lawn/garden store, etc.



**May:** Invite a "mom" to your Exchange Club meeting and post a picture of you and your guest.



**June:** Invite a "dad" to your Exchange Club meeting and post a picture of you and your guest.



**July:** Check in with a "patriotic" theme and post a photo of yourself TALKING Exchange.



**August:** Back-to-school... invite an educator, student, parent to your Exchange Club meeting and post a picture of you and your guest.



**September:** Check in at a sporting event and post a photo of yourself TALKING Exchange.



**October:** Take a picture of yourself with Exchange Club members you have recruited.

•When posting please use the hashtags **#ExchangeStrong** AND **#ExchangeFit**.

## Follow Through!

"Talk Exchange" and "walk the talk" to recruit members ... tell prospective members about the benefits. Then, take the next step and invite those potential members to club meetings and events. Continue to follow up with prospects!

Become a speaker of a local group meeting or event. Consider taking Exchange Club meetings 'on the road' - to a sports field, fitness center, football league, or community recreation center... get creative!

## Earn Reward Points

for every member you recruit July 1, 2018 - June 30, 2019!

Points may be used for reward items, such as a Fitbit, earbuds, exercise towels, National Convention packages, or as a donation to the National Exchange Club Foundation. Points will be awarded based on recruiting totals at June 30, 2019. All new members must be added in The National Exchange Club's member database with a valid email address and identifying sponsor.

Prizes awarded based on new dues-paying members at October 1, 2019 billing. Prizes must be redeemed by December 31, 2019. Exchange Excel Club and Collegiate Exchange Club members are excluded. New club builds excluded. One sponsor per new member.



**EXCHANGE**  
THE NATIONAL EXCHANGE CLUB  
America's Service Club