

MODEL CLUB GUIDE

Thank you for considering participation as a Model Club. We're looking for a select group of clubs to demonstrate their leadership in The Eliminate Project's fundraising campaign.

Will your club serve as a Model Club? If you do you'll:

- Save the lives of thousands of mothers and babies.
- Join an elite group of clubs leading our effort toward success.
- Inspire other clubs around the world to pledge their support.

The Eliminate Project's fundraising campaign

Kiwanis will raise US\$110 million and help eliminate MNT through The Eliminate Project. Our fundraising campaign will require the best efforts of the Kiwanis family across the globe. Together, we will celebrate the success of our campaign in 2015 on Kiwanis International's 100th anniversary.

What's a Model Club?

Model Clubs will serve as leaders during the campaign by pledging their commitment to achieve results at the highest level. Dedicated, passionate and committed Model Clubs will provide the momentum needed for a successful campaign.

Each Model Club, because of its extraordinary commitment to Kiwanis and to serving the children of the world, agrees to:

1. **Lead the way** by pledging its support to The Eliminate Project's fundraising campaign
2. **Encourage and inspire** participation from fellow clubs and Kiwanians
3. **Raise awareness** about MNT and The Eliminate Project's fundraising campaign among Kiwanians and the community
4. **Save lives** by pledging a challenging, minimum per-member average goal of US\$750* over the course of the campaign (2011–2015)
5. **Raise funds** throughout the campaign to exceed the goal

**Although Model Clubs are asked to set a challenging per-member average goal, these funds need not be raised or donated by each individual member. A variety of methods can be used to fulfill the club's total pledge including club events, member donations, gifts from the club treasury, etc.*

Lead the way

We encourage you to speak to your club leaders and members about being a Model Club. To sign up, please complete the attached form and mail it to The Eliminate Project: Campaign Office at the address provided on the commitment form. Our campaign staff will follow up with you to discuss becoming a Model Club.

Model Club recognition

Recognizing your leadership

In recognition of extraordinary commitment to The Eliminate Project's fundraising campaign, Model Clubs will receive special recognition not available to other clubs:

1. A Model Club banner patch
2. Model Club lapel pin for each club member
3. Special recognition in campaign materials and in Kiwanis International and Kiwanis International Foundation publications
4. Recognition at Kiwanis International conventions, district conventions and campaign events

Going above and beyond

Model Clubs that reach the US\$750 per-member average goal more than once will receive additional recognition. Each time the goal is reached again, the Model Club will receive a chevron to add to the banner patch and will be recognized in all printed materials as a 200 percent Model Club, 300 percent Model Club, etc.

Awarding the best of the best

Special awards will be bestowed upon clubs that achieve the highest per-member averages in the division, district and worldwide.

Many ways to succeed

Although Model Clubs are asked to set a challenging per-member average, not every member must contribute US\$750 or more.

There are many ways for a Model Club to achieve and surpass its goal throughout the campaign. Individuals and clubs can pledge over a three- to five-year period. Each club is encouraged to select the fundraising methods that will work best for the club.

Suggested fundraising methods include:

- Gifts generated from fundraising events and activities
- Gifts and pledges from the club treasury
- Gifts and pledges from the club foundation
- Gifts or pledges from individual club members
- Gifts and pledges from local businesses within a club's community
- Matching gifts from a local Kiwanis club or district foundation

The greatest fundraising results will come from the combination of many of the above methods. *The more fundraising methods a club implements, the more mothers and children your club will save and protect from MNT.*

MODEL CLUB APPLICATION AND COMMITMENT FORM

ELIMINATE
maternal/neonatal tetanus

Our club accepts the challenge to become a Model Club:

Club name: _____

Club number: _____ Division: _____ District: _____

Model Club commitment:

In support of The Eliminate Project and the efforts to eliminate maternal/neonatal tetanus, our club agrees to become a Model Club with the commitment to The Eliminate Project's fundraising campaign described below.

Total club membership: _____ Total amount of gift/pledge: US\$ _____

Authorized signature

Club contact information:

First name: _____ Last name: _____

Member #: _____

Address: _____

City: _____ State / Province: _____ Postal Code _____ Country _____

Telephone: Home: _____ Office: _____

Mobile: _____ Fax: _____

E-mail: _____

Please return via email, mail or fax to:
The Eliminate Project: Campaign Office
3636 Woodview Trace, Indianapolis, IN 46268 USA
Phone: +1-317-217-6213 • Fax: +1-317-471-8323
campaign@TheEliminateProject.org