

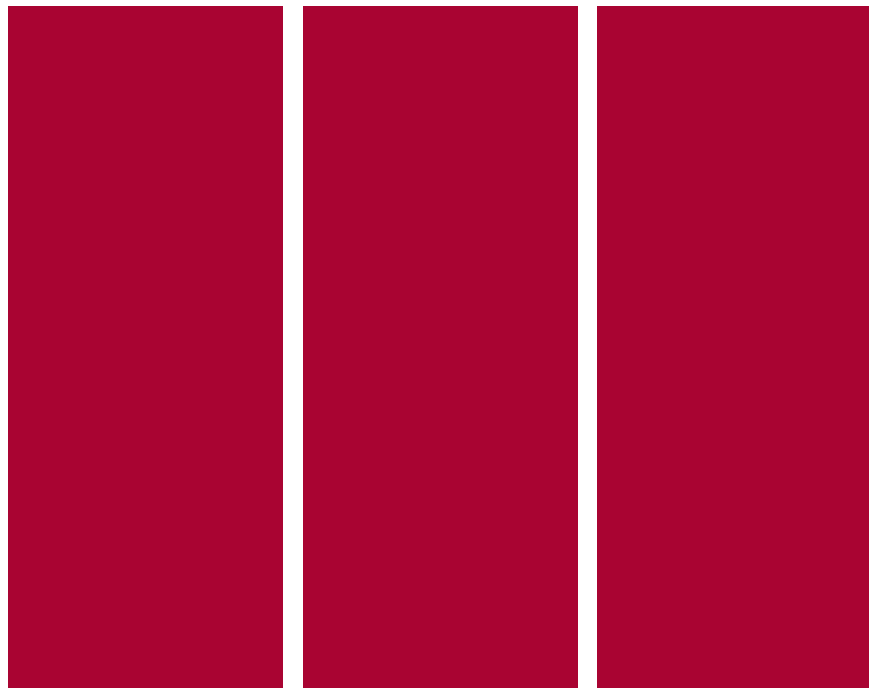


# EXCHANGE

THE NATIONAL EXCHANGE CLUB



## Youth Projects



*Program of Service*



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# INTRODUCTION

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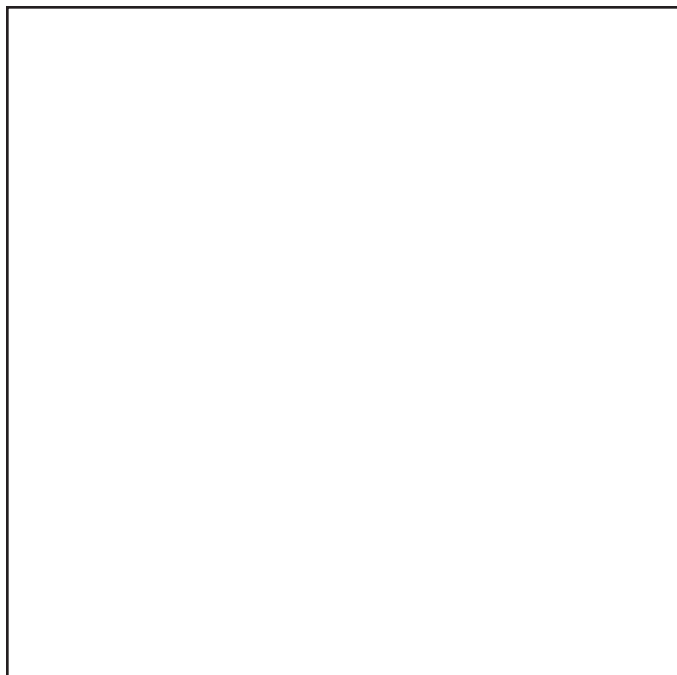
America's young people are its most precious resource. This is why, for many years, Exchange has sponsored an impressive selection of activities designed to benefit and encourage our nation's youth. Many of these richly rewarding programs are among the most popular and well-supported of all Exchange Club endeavors.

In this booklet you will find a variety of youth-related projects in which your club can participate. Of course, your participation is not limited to the programs specified in this book. After performing your community needs assessment, a tool which is available from your National Headquarters, you will determine which programs are most suitable for your area.

Recognition of a well-deserving youth could have an impact on his or her entire future. One National Youth of the Year Award recipient put it this way:

*As a young man from an almost unknown town, the award proved to me that dreams can be reached. This award helped me to gain the necessary self-confidence to cope with the many hurdles associated with the acquisition of an education. It taught me that with hard work and support of others, the sky was the limit. I knew that my career aspirations could become a reality.*

Your club will make a difference when it conducts Exchange's youth programs in your community.



*The Exchange Club of Rapid City, S.D., treated this young girl and 18 other children from Girls Inc. and the local Boys Club to a day of fishing and a hot dog roast. Judging by the smile on her face, this young angler is sure to remember the special day for a long time.*

## Purpose

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 is a positive program with two key objectives. First, it helps encourage students to overcome their hardships and get back on track toward a high school diploma. Second, the award recognizes those students who are often overlooked for their accomplishments. This special recognition serves as a powerful example to all students that hard work and perseverance really do pay.

## The Project Committee

The best way for a club to implement the project is by selecting a chairperson and committee. This group serves as the liaison between the club and community sources who will help locate these special students. Good resources to contact for prospective honorees include:

- Boys & Girls Clubs
- Guidance departments of local high schools
- Youth service programs
- Drug rehabilitation programs
- Churches
- MADD

The committee must also:

1. Manage the program throughout the duration of the project, which usually coincides with the nine-month school year.
2. Obtain permission, cooperation and endorsement of the institutions or groups from which the A.C.E. Award monthly winners will be selected.
3. Determine specific eligibility criteria for nominations. Any young person who has faced and overcome special challenges in life can be eligible for your club's A.C.E. Award. A more detailed list of qualifying criteria can be developed by the A.C.E. Award committee, along with the type of organization or institution from which the candidates will be selected.
4. Select the judges and make sure they are informed about the nominees, as well as all of the rules and regulations of the program.

5. Determine the type of award(s) to be presented. Appoint a committee chairperson to see that final preparations for the award are made, including engraving and printing requirements. Many times it is appropriate to present an honoree with a monetary gift, designated for future education, in the form of a savings bond or scholarship. Or, a suitable plaque or certificate is also acceptable. Special A.C.E. Award plaques and certificates are available from your National Headquarters Supply Department.

6. Plan all the details of the award presentation, including who will make the presentation, what guests will be invited and the type of program.

7. Work closely with the club's public relations committee to ensure maximum publicity. Obtain photographs of the winners and supply them to the media with a news release.

## Competition

The type of award and method of recognition is solely up to the club, as is the number of awards given during the year. Here are some examples of how your club might implement your A.C.E. Award program:

1. Clubs may begin a yearly competition and award a scholarship or bond to the annual winner. This can be done through filling out the A.C.E. Award application available from National Headquarters.
2. The club may award one winner a month with each winner receiving a calculator or other educational aid which will help him or her with further studies. At the end of the year, the monthly winners can compete in an essay, speech or other competition with the winner receiving a bond in an amount which your club can afford. To offset the cost of the awards, there is great potential for outside underwriting with local businesses.
3. Clubs may also obtain the names of deserving students from one of their sources and recognize them at a meeting with a plaque and certificate.

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## District Competition

After a club has chosen its top A.C.E. Award winner, the honoree's name and qualifications should be submitted to the district for the district A.C.E. Award competition. Please use the A.C.E. Award application form available on the website, [www.nationalexchangeclub.org](http://www.nationalexchangeclub.org) or from National Headquarters or your district youth chairperson. Your district should appoint an A.C.E. Award chairperson. It is this person's responsibility to set a deadline for all entries and make sure that clubs are informed of this deadline. During the district's annual convention, a special ceremony/banquet should be organized to honor the A.C.E. Award winner.

Your district's A.C.E. Award winner then becomes eligible to compete with honorees from all districts in Exchange for the title of National A.C.E. Award winner.

## Nomination Requirements for National Competition

1. Each district may nominate two candidates (opposite genders) who live within the district.
2. Candidates must be qualified to graduate from public, parochial or private schools, and must have been selected as an A.C.E. Award winner on both club and district levels.
3. Entry deadline for A.C.E. Award winner candidates is June 1.
4. Each entry must be returned on an official entry form accompanied by the essays and a 5 X 7 photo. The entry must be signed by the district president, parents/guardian, and school official.

## The National Award

The National Exchange Club will present an award and a \$10,000 scholarship to the A.C.E award recipient. The first \$5,000 will be presented at the Youth Recognition Luncheon at the National Convention. The second \$5,000 installment will be paid in full to the student's school of choice at the time of registration of his or her sophomore year. In addition, the student will be recognized in Exchange's national magazine, *Exchange Today*. As guests of the National Exchange Club, the award recipient and up to two adult chaperons (parents or official guardians) will enjoy the highlights of the National Convention, during which the award will be presented. The National Exchange Club will give a convention package, including airfare and hotel to the honoree and his/her two chaperons.

## Publicity

The objective of your A.C.E Award project is to give public recognition to young people for their accomplishments. You can give them a little more recognition with a publicity campaign aimed at the local media. The best way to accomplish this is by sending news releases to area television, radio stations, newspapers and student publications.

The news release should cover who was selected as the monthly A.C.E. Award winner, some of his/her achievements and where and when the event is going to take place. The release should also contain a brief paragraph explaining the A.C.E. Award program. Highlighting the human interest angle in the release is important.

Note: Candidate must be able to accept the award in person at the scheduled event at the National Convention in order to win. Call National Headquarters or visit our website for the current year's dates & times, 800-XCHANGE (924-2643), ext. 123, and verify with candidate **before submitting entry form to National**. This requirement also applies to the National Youth of the Year Award.

# YOUNG CITIZENSHIP AWARD

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## Purpose

The purpose of the Young Citizenship Award is to find and reward those students who work hard at being good citizens at home, at school, and in the community. They don't shirk when there's a job to be done. They cooperate with teachers and parents. They're not necessarily at the top of their class, star athletes, or musical or artistic virtuosos. Still, they're students you would be proud to have as sons or daughters.

The Young Citizenship Award program seeks to prove to these kids that good citizenship counts — to show them that their conduct and attitude is not only noticed and appreciated, but that it is also rewarded. Hopefully this kind of recognition at such an important stage in their development will encourage them to maintain a high standard of conduct as they mature and grow into adulthood.

## Implementing the Program

This program is exceptionally flexible — it can be easily customized to suit the needs of your particular school system. Just ask members of the Exchange Club of The Tonawandas, N.Y. They originated the program in only a couple of schools at first. Soon after, school administrators from the surrounding area recognized its value and asked to be included in the program. It's now one of the most praised and publicized ongoing activities in that area.

Once the program is in place, the schools and the Exchange Club share the responsibility for its maintenance. Classroom teachers select the children who will receive the Young Citizenship Award; the local Exchange Club provides the awards and promotional support. In addition, the program provides every club member with an opportunity to participate by making award presentations at school assemblies. Members must also contact winners and their parents to arrange for publicity and award presentations.

## Getting Started

You must thoroughly understand the program and then sell it to local school authorities. Remember, this program focuses only on elementary and/or junior high school students. Therefore, the way you structure your program depends on the structure of the school system in your area. That's why it's important to involve school officials early in the planning of the program.

The best place to start is with local public and parochial elementary and/or junior high school principals. Explain the program and its objectives. Provide the school personnel who might be involved information regarding the program and your club. Once school personnel understand the structure and value of the Young Citizenship Award program, they can help you adapt it to whatever organizational and policy requirements exist within the school system.

Since an additional purpose of the program is to provide youngsters with reachable goals worth striving for, it is important that both the club and the school system agree in advance to sustain the program over several school years. The Young Citizenship Award should not be a one-year effort; it should continue from year to year if it is to fulfill its real purpose.

## Candidate Selection Criteria

The student must consistently demonstrate at home, in school, and in the community those characteristics which this program aims to encourage. These characteristics include:

### 1. *Citizenship*

The student must be regarded as dependable, and demonstrate respect for people, property, and the law.

### 2. *Attitude*

The student is courteous, helpful and caring in his or her relationships with other students and adults.

### 3. *Academics*

The student continually strives to the limits of his or her abilities, both in the classroom and in the home, to achieve those personal, academic goals which his or her teachers believe are within reach of the student. (This in no way implies that the candidate must be academically superior.)

### 4. *Service*

The student readily and unselfishly helps others at home, at school and in the community to a degree that is judged exceptional for a young person of the candidate's age.

### 5. *Leadership*

The student demonstrates an ability to work with and motivate others, has sound values, good judgment, a sense of fairness, and has earned the respect of his or her peers.

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## 6. *Sportsmanship*

The student demonstrates an earnest attempt to do his or her best during athletic competitions, shows a respect for the rules of that competition, and in terms of priorities, places the success of the team above a need for personal advancement. (This criteria does not imply that the student must be an outstanding athlete.)

## The Award

Your National Headquarters offers a Young Citizenship Award certificate and a specially-jacketed dictionary for elementary school winners, and a certificate and a specially-jacketed thesaurus for junior high school winners. These awards are provided by the sponsoring Exchange Club. In addition, the achievement should be actively publicized within the school system by school authorities and throughout the community by the sponsoring Exchange Club.

The number of awards your club provides depends on the scope and size of your program. Remember, the Young Citizenship Award program is very flexible and adaptable.

Your club can present up to eight awards per year per participating school. So, depending on the number of participating schools and how you and your school officials design the program, the number of awards will vary.

Some teachers have used the award as an incentive to motivate deserving children. Thus, they sometimes nominate more than one student for the award. These are termed honorable mention awards and are identical to the regular Young Citizenship Award.

Although honorable mention winners do not receive a gift, they should still be recognized. Perhaps a special presentation can be made at a final assembly at the end of the school year.

## Presenting the Award

To make the awards process simpler, junior high students can be presented awards at club meetings. Elementary school winners can be given their awards by Exchange Club members at school assemblies — generally at the end of the school year.

Just remember, presenting older children with their award at a regular club meeting not only enhances the importance of the award for the student, but it also enhances the significance of the program for fellow club members. Very often, an older child has a talent or interest which he or she can demonstrate to the club and which enhances the presentation.

When properly implemented, the Young Citizenship Award program provides all Exchange Club members with the opportunity to participate as much and as often as they wish. There are opportunities to speak at award presentations and at school assemblies. Members must also contact parents and teachers and interview winners before a presentation. In short, club members will discover the Young Citizenship Award program is a truly heartwarming and satisfying endeavor.

But the greatest personal benefit to Exchangites, as expressed by those who have taken part in the program, is to meet and talk with some wonderful young people — youngsters who represent what Americans like to think they are — decent, hard-working, reliable, fair-minded and honest.

Those characteristics are the strength of any society. That's what the Young Citizenship Award is all about — to help ensure that those vital qualities are perpetuated for the benefit of us all.

## Ongoing Program Promotion

For the Young Citizenship Award to be fully effective and appreciated, it must be continuously promoted to the media and the community. Publicity not only helps to achieve the program's primary purpose — to publicly honor deserving youngsters — but it provides added visibility for your club. It also encourages school officials and teachers to support the program within the schools. For additional Public Relations ideas, see the *PR Resource*, available from your National Headquarters and on Exchange's website at [www.nationalexchange-club.org](http://www.nationalexchange-club.org).

# YOUTH OF THE MONTH/YEAR AWARD

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## Purpose

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. When your club becomes involved in this worthwhile program, you are joining hundreds of other clubs across the country in an effort to identify and recognize the young leaders of our nation.

This monthly program not only enhances career opportunities for those honored, it also promotes good citizenship, a desire for greater scholastic achievement, and the development of well-rounded personalities to other young adults in the community. The project's human interest appeal will generate community-wide attention and media coverage for your Exchange Club.

## The Project Committee

A Youth of the Month project committee should be formed by club members to ensure successful implementation of the program. Responsibilities include:

1. Obtain permission, cooperation and endorsement of the institution or group from which the Youth of the Month nominees will be selected.
2. Determine eligibility criteria for nominations.
3. Set standards for nominating and judging. Select the judges and make sure they are informed about the nominees as well as all the rules and regulations of the program. (An alternate method is to have school officials make the selection.)
4. Determine the type of award(s) to be presented. Appoint a committee person to see that final preparations for the award are made, including engraving, and printing requirements.
5. Plan all the details of the award presentation, including who will make the presentation, what guests will be invited, and the type of program.
6. Work closely with the club's public relations committee to ensure maximum publicity.

## Eligibility and Nomination

Any young person demonstrating excellence in leadership, community service and academics is eligible for your

club's Youth of the Month program. A more detailed list of qualifying criteria may be developed by the Youth of the Month committee, along with the type of organization or institution from which the candidates will be selected.

Many Exchange Clubs limit candidates to local high schools or organizations such as the Boys and Girls Club. A point system based on participation, good sportsmanship, good citizenship, attendance, academics, etc., should be developed for selecting winners. When the selection is limited to a particular high school, the cooperation of the school's faculty is helpful when calculating points for potential nominees. A list of the top three to five candidates should be submitted to the judges for a final monthly selection. Judges should base their decisions on a candidate's well-rounded qualifications, and not solely on one particular outstanding achievement.

## Awards

The awards presented to the Youth of the Month honorees are decided upon by the committee. Many times it is appropriate to present an honoree with a plaque or certificate. In any form, the award provides the recipient with testimony of the honor to his or her family, friends and classmates. Special Youth of the Month plaques and certificates are available from your Supply Department. Monetary gifts for future education are also appropriate.

When presenting the award, the ceremony should be dignified and professional. A special Exchange Club meeting should be set aside each month for Youth of the Month presentations. The recipient's family should be invited, along with any faculty members or youth group directors who helped to coordinate the effort.

Before the presentation of the award, someone should briefly outline the accomplishments, future goals and qualities which led to the honoree's selection. The youth should be informed in advance that he or she will be expected to make a brief acceptance speech.

## Publicity

The importance of publicity for your club's Youth of the Month project cannot be stressed enough. Since the objective of the project is to give public recognition to young people for their accomplishments, your club's public relations committee should plan a publicity campaign aimed at the local media. The best way to accomplish this is by sending news releases to area television and radio stations, newspapers and student publications.

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The news release should cover who was selected as Youth of the Month, some of that person's achievements, where and when the event is going to take place and finally, an explanation of the Youth of the Month program.

## Your Club's Youth of the Year

The Youth of the Month project logically leads to a Youth of the Year recipient. Your club should select a panel of judges who will be responsible for reviewing all of the Youth of the Month winners. When the most outstanding student is selected for this prestigious award, a special Youth of the Year Award banquet should be organized. The banquet should also feature a keynote speaker; a distinguished educator or other prominent person in the community would be appropriate. The honoree should also receive an official Youth of the Year plaque or certificate. Many Exchange Clubs choose to give an additional token of congratulations in the form of a U.S. Savings Bond or gift certificate.

## District Competition

After a club has chosen its Youth of the Year, the honoree's name and qualifications should be submitted to the district for the District Youth of the Year competition. Please use the Youth of the Year application form available from National Headquarters or your district youth chairperson. The form ranks candidates by means of a numerical score based on scholastic and community achievements. This is the official national form. If used at all levels, it will ensure fairness and accuracy throughout the entire process.

Your district should appoint a Youth of the Year chairperson. It is this person's responsibility to set a deadline for all entries and make sure that clubs are informed of this deadline. During the district's annual convention, a special ceremony/banquet should be organized to honor the District Youth of the Year.

Your district's Youth of the Year then becomes eligible to compete with the honorees from all districts in Exchange for the prestigious title of National Youth of the Year. This award spotlights an outstanding young person who excels in leadership, citizenship and scholarship. The award process facilitates recognition of the high achievements of our young people at the community, district, and

## Nomination Requirements for National Competition

1. Each district may nominate two candidates (opposite genders) who live within the district.
2. Candidates must be qualified for graduation from public, parochial, or private schools, and must have been selected Youth of the Year winners on both the club and district levels.
3. Entry deadline for National Youth of the Year candidates is June 1.
4. Each entry must be returned on an official entry form accompanied by the essay and a paragraph detailing the nominee's most outstanding achievement. The entry must be signed by the district president. A 5 X 7 photo should also be included. A panel of three qualified judges will meet at National Headquarters to screen entries and select the winner.

## The National Award

The National Exchange Club will present an award and a \$10,000 scholarship to the National Youth of the Year recipient. The first \$5,000 will be presented at the Youth Recognition Luncheon at the National Convention. The second \$5,000 installment will be paid in full to the student's school of choice at the time of registration of his or her sophomore year. In addition, the student will be recognized in Exchange's national magazine, *Exchange Today*. As guests of the National Exchange Club, the award recipient and up to two adult chaperons (parents or official guardians) will enjoy the highlights of the National Convention, during which the award will be presented. The National Exchange Club will cover event meals, air fare and hotel for the honoree and his/her two chaperons.

Note: Candidate must be able to accept the award in person at the scheduled event at the National Convention in order to win. Call National Headquarters for current year's dates & times, 800-XCHANGE (924-2643), ext. 123, and verify with candidate **before submitting entry form to National**. This requirement also applies to the National A.C.E. Award.

# OTHER YOUTH PROJECT IDEAS

## Youth Talent

Many Exchange Clubs provide gifted students the opportunity to display their talents before a live audience by sponsoring a talent show. This event can not only fulfill the aspirations of talented youngsters, but it can also create enthusiasm within your club, greater community interest in Exchange and favorable publicity.

## Speech/Essay Contests

Speech and essay contests are another excellent way to contribute to the educational experiences of students. A club can decide what subjects to target (i.e., President's Day or Memorial Day.)

After the winner has been chosen, the club should invite the student, his or her parents and the teacher or principal to a club meeting where the student will read the essay or perform the speech, and be presented with a special award.

## Bicycle Safety Programs

Every year many children die in bicycle accidents. Clubs have been successful in conducting bicycle safety and training classes within their communities. Local police departments are a good source of information and can help sponsor a safety event with your club.

## Read Across America Day

Your club may want to participate in March by reading to children or helping to teach children to read. You could also include a breakfast for the children and invite local celebrities to help in "feeding their minds." The program is sponsored by the National Education Association, [www.nea.org](http://www.nea.org); the American Library Association, [www.ala.org](http://www.ala.org); Reading is Fundamental, [www.rif.org](http://www.rif.org); and the National Center for Family Literacy, [www.famlit.org](http://www.famlit.org).

## Breakfast With Santa

Give the children in your community a nice treat - breakfast or lunch with Santa Claus. Each child can then receive a small gift as he/she sits on Santa's knee and tell of their Christmas wishes. This project has been done with foster children and their parents or it may be done with children from a CAP Center, etc.

## Sunshine Special

This project can be done with youth from your local Boys and Girls Club or with any children in need. Take the group of children for a weekend of camping, fishing, horseback riding or anything educational. Include a speaker on the dangers of drug abuse or the importance of staying in school, and the weekend is sure to be a success.

## Sponsor A Local Special Olympics Event

Work with a state or local special olympics office, participants can be children from area schools serving those with mental and developmental disabilities. Create fun games that the children may participate in, like a 30-yard run or ball toss. You may treat the children to lunch or dinner along with an awards presentation. The key is to give the children the attitude that winning isn't everything, it's having fun that is important.

## Participate in a Youth Mentoring Program

If your club would like to become involved in mentoring youth or helping prevent substance abuse, go to the web site of the U.S. Department of Health and Human Services at [www.health.org](http://www.health.org). This site features a multitude of project ideas, free campaign materials and links to other sites that promote nurturing our nation's youth.

# FOR MORE INFORMATION

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There are many agencies and organizations which can furnish valuable information, publications, and suggestions on implementing effective programs to aid and assist our youth.

## **America's Promise — The Alliance For Youth**

909 N. Washington St., Ste. 400  
Alexandria, VA 22314-1556  
Phone: 703-684-4500  
Fax: 703-535-3900  
[www.americaspromise.org](http://www.americaspromise.org)

America's Promise is mobilizing people from every sector of American life to build the character and competence of our nation's youth.

## **Just Think Foundation**

39 Mesa St., Ste. 106  
San Francisco, CA 94129  
Phone: 415-561-2900  
Fax: 415-561-2901  
[think@justthink.org](mailto:think@justthink.org)  
[www.justthink.org](http://www.justthink.org)

The Just Think Foundation exists to stimulate critical thinking about popular media. It strives to equip young people with the literacy tools critical for the future.

"Teaching Young People to Think for Themselves."

## **National Youth Anti-Drug Media Campaign**

Office of National Drug  
Control Policy  
Washington, DC 20503  
Phone: 202-395-6709  
[ondcp@ncjrs.org](mailto:ondcp@ncjrs.org)  
[www.mediacampaign.org](http://www.mediacampaign.org)

This campaign uses a mix of modern communications techniques and all possible venues to educate and empower young people to reject illicit drugs.

## **National Alliance for Youth Sports**

2050 Vista Parkway  
West Palm Beach, FL 33411  
Phone: 561-684-1141  
Fax: 561-684-2546  
800-688-KIDS  
[nays@nays.org](mailto:nays@nays.org)  
[www.nays.org](http://www.nays.org)

The goal of NAYS is to make sports safe and positive for America's youth. The Alliance believes that participation in youth sports develops important character traits and values, and the lives of youths can be positively impacted if the adults caring for them have proper training and information.

## **Global Partners for Youth**

P.O. Box 80935  
Phoenix, AZ 85060-094  
[www.gpy.org](http://www.gpy.org)

Global Partners for Youth is an association of nonprofit volunteer-intensive organizations around the world creating extraordinary results with high risk youth through community mentoring.

## **Campaign for Tobacco-Free Kids**

1400 Eye St. NW, Ste. 1200  
Washington, DC 20005  
Phone: 202-296-5469  
Fax: 202-296-5427  
[info@tobaccofreekids.org](mailto:info@tobaccofreekids.org)  
[www.tobaccofreekids.org](http://www.tobaccofreekids.org)

This campaign is fighting to free America's youth from tobacco and to create a healthier environment. It was launched to protect children from tobacco addiction and exposure to second-hand smoke.

## **American Academy of Child and Adolescent Psychiatry**

3615 Wisconsin Ave. NW  
Washington, DC 20016-3007  
Phone: 202-966-7300  
Fax: 202-966-2891  
[www.aacap.org](http://www.aacap.org)

The mission of the AACAP is the promotion of mentally healthy children, adolescents and families through research, training, advocacy, prevention, comprehensive diagnosis and treatment, peer support and collaboration.