The primary responsibility of the district is to help create stronger and more effective Exchange Clubs. The district directors should ensure that clubs are fulfilling their purposes as outlined in the bylaws:

1. To actively participate in the establishment of new Exchange Clubs.
2. To benefit members by providing an opportunity for personal development.
3. To promote active participation in the program of service of the National Exchange Club and its national project, child abuse prevention, for the betterment of the community.
4. To exemplify the meaning of Exchange in a spirit of “Unity for Service.”

The district director can best ensure that clubs are fulfilling their purposes by monitoring, on an ongoing basis, the following standards for Exchange Clubs:

**Program of Service**

Clubs should participate in the program of service by sponsoring a variety of child abuse prevention, Americanism, community service and youth activities, and other projects that are important, relevant and of urgent interest to their communities.

Every club should be actively involved in the organization’s focus program, Child Abuse Prevention, by either sponsoring one or more of the projects outlined in the *Child Abuse Prevention Project Guide*, supporting an existing child abuse prevention agency or supporting or helping establish an Exchange Club Center for the Prevention of Child Abuse.

**National Service Award**

An excellent club goal is the National Service Award, which can be earned by sponsoring service projects in each of the following categories: child abuse prevention, Americanism, youth and community service. See the awards section of this planner for additional details.

**Fundraising**

Clubs should raise sufficient funds to support their planned service programs. Clubs should maintain high standards in all fundraising activities. Funds obtained from the community should be used exclusively for service projects and to cover liability insurance.

**Club Bulletin**

A club bulletin, essential for member communication, should be published at least twice a month. The bulletin should create interest in the club’s activities, focus on club goals and stimulate meeting attendance.

**Club Size**

Clubs should maintain a minimum membership of 25, necessary for effective and efficient operations. Clubs chartered at 20 members should strive to increase membership to 25 within one year of operation. There should be ongoing, aggressive membership recruitment and retention programs in every club.
Club Meetings and Decorum

**Items:** An American flag, Exchange Club banner, bell, gavel and lectern should be present at every meeting.

**Agenda:** There should be an agenda followed for every meeting, with an invocation, the Pledge of Allegiance, the Covenant of Service and speaker's presentation always included.

**Time:** Meetings should last no more than an hour and should begin and end on time.

**Location:** Meetings should be held in a positive, private atmosphere.

**Frequency:** There should be at least two regularly scheduled meetings per month.

**Attendance:** Clubs should have an ongoing program to promote meeting attendance; at least 60 percent of the members should attend every meeting.

**Business:** The business of the club should be handled by the board of directors at separate monthly meetings. The club president should preside at these meetings, following an agenda prepared in advance.

**Exchange Education:** Members should be informed about Exchange's history, purpose and accomplishments through three-minute capsule presentations at every meeting.

Committees

Standing and special committees should be established as necessary by the board of directors. Their work should be well-planned and monitored, and be consistent with club goals. Regular progress reports should be made to the board.

**Finances**

Dues should be sufficient to meet overhead and operating costs. The treasurer or secretary should be prompt in billing members for dues, in collecting and paying accounts and collecting joining fees. A club budget should be prepared annually by the treasurer and approved by the board of directors. The books and records of the secretary and treasurer must be audited at least once a year.

**Publicity**

Each club should have an effective public relations program, regularly sending news releases to area media on service projects and fundraising activities, and engaging in other activities to help enhance public awareness of Exchange. Utilize the Public Relations Resource, available from National Headquarters.

**Records and Reports**

The club secretary should properly maintain club records and promptly return required report forms to the district and National Headquarters.

Participation

Clubs should be actively involved in inter-club, district and National Exchange Club activities. This involvement can help build camaraderie, Exchange education, team spirit and develop future leaders.