



EXCHANGE

THE LINCOLNLAND DISTRICT EXCHANGE CLUBS

Don't miss the Lincolnland Fall Educational Conference

Saturday, November 4, 2017

**The Chateau Hotel & Conference Center
1621 Jumer Drive, Bloomington, IL**

The Agenda for the day:

8:30 – 9:00 a.m.	Registration
9:00 – 9:50 a.m.	Strategic Planning for Your Club
9:50 – 10:00 a.m.	Break
10:00 – 10:50 a.m.	Rebuilding Your Club – A Success Story
10:50 – 11:00 a.m.	Break
11:00 – Noon	Recruiting & Club Building for a New Generation
Noon – 1:00 p.m.	Lunch
1:00 – 1:45 p.m.	What Can We Do For You?
1:45 – 2:15 p.m.	Exchange Jeopardy
2:15 – 3:00 p.m.	Break
2:30 – 3:30 p.m.	Fundraising Ideas
3:30 – 4:00 p.m.	Using Social Media to Promote Your Events
4:00	Adjourn

**Please RSVP to District President Emy Trotz
before October 25th at trotze@naperville.il.us**

The Conference is *FREE* and includes lunch, so do not miss out on training, fellowship and a bit of fun with your fellow Exchangites!

Lincolnland District and Foundation Board Meetings immediately following the conclusion of the conference.



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Strategic Planning for Your Club – A strategic plan is a management tool that serves the purpose of helping your club do a better job by focusing the energy, resources and time of everyone in the organization in the same direction. This session will give you the basic tools and examples to develop and build a plan to strengthen your club.

Rebuilding Your Club – A Success Story – Learn how the Bolingbrook Exchange Club increased their membership from 8 members to 20 – a whopping 250% increase! This session will provide you with tips on increasing the membership in your club.

Recruiting and Club Building for a New Generation – We've all heard the horror stories about how Millennials just won't join an organization. This session will focus on recruiting the missed generation – Generation X – as well as looking at what younger members want in a service organization. We'll dispel some of the myths surrounding the millennial generation (and confirm some others!)

What Can We Do for You? – This roundtable session will answer your questions about the benefits of being a member of the National Exchange Club and the Lincolnland District. Representatives from the National and Lincolnland Board and NEC and Lincolnland Foundations will provide information in this interactive forum.

Exchange Jeopardy – Based on the popular game show, we'll have a little fun and learn some Exchange history along the way. There may even be a few prizes along the way!

Fundraising Ideas – Tired of the same old fundraisers? We'll explore some of the more unique ideas from around Exchange and concentrate on ideas that any club – large or small – can do to raise money for your programs of service.

Using Social Media to Promote Your Events – There's more to social media than sharing your favorite recipe or picture! This session will provide tips on getting your event noticed and how to encourage your friends to share in order to maximize coverage of your events.

A limited number of rooms are available at The Chateau Hotel and Conference Center at the rate of \$79 (plus tax) for Friday night. Please mention that you are attending the Lincolnland District Exchange Clubs. Contact the Chateau at (309) 665-5671 (Monday-Friday 7 a.m. to 3 p.m.) for reservations.