

Go for the goals

Are you ready to do your part to eliminate maternal and neonatal tetanus? Here are some ideas to make your district, division and club fundraising events for The Eliminate Project a success.

In case you haven't heard yet, Key Club will focus on three key initiatives for The Eliminate Project this year. All of these goals are related to our plan to raise funds to eliminate maternal and neonatal tetanus by 2015. We're well on our way to raising US\$110 million. Let's do our part with these goals in mind:

Trick-or-Treat for UNICEF

This classic Key Club-UNICEF fundraiser, which supports The Eliminate Project, is a great excuse for a fabulous event or party to bring your club together and raise some funds. Learn more about Trickor-Treat for UNICEF and The Eliminate Project at www.TheEliminateProject.org/trickortreat.

Use the 11-slide Trick-or-Treat PowerPoint presentation on the enclosed CD to spread the word and find tips and ideas to make your event a success.

Key Club Eliminate Week

You've got a ready-made fundraiser in the bag for fall with Trick-or-Treat for UNICEF. But what about a spring event around Mother's Day? Here's an idea: Key Club Eliminate Week. It's a great way to rally the troops before the school year ends. A step-by-step toolkit with helpful tips and ideas will arrive on the Key Club website and in your email inbox later this month. In the meantime: Encourage each Key Club to think about a weeklong event and ideas for May 6–10, 2013, to support The Eliminate Project. Check out what Builders Club is doing at www.buildersclub.org/eliminateweek.

Recognition

Be a hero! Clubs can be recognized for meeting and exceeding fundraising goals. Check out the brochure in this mailing and on the CD.

