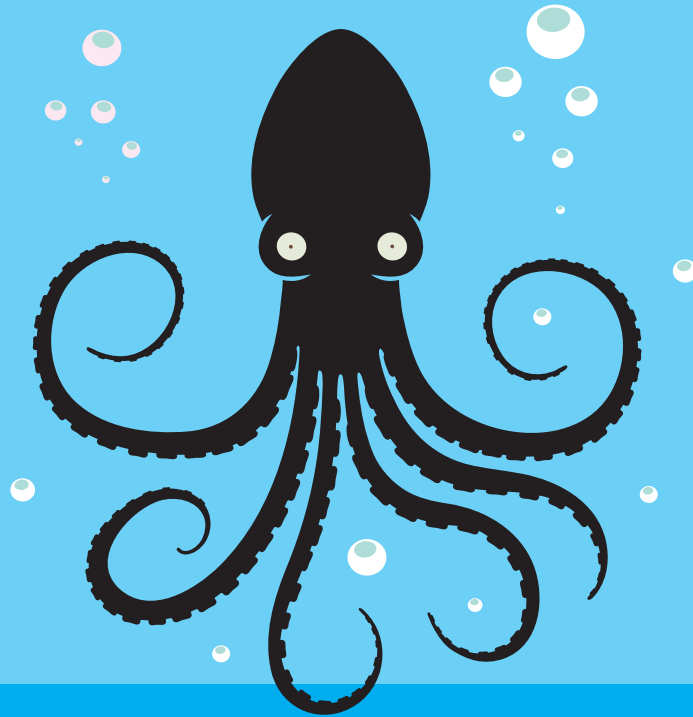


# GO CRAZY. SAVE LIVES. MAKE HISTORY.



Have you ever been so passionate about a cause that you did something crazy to raise money—like shave your eyebrows, juggle while you run a mile, get duct taped to a wall or kiss an octopus?



CKI and Key Club International Board members puckered up to celebrate raising more than US\$3 million for The Eliminate Project.

KEY CLUB®

**ELIMINATE**  
maternal/neonatal tetanus

 **Kiwaniis** |  unicef 

# TAKE THE CHALLENGE.

Kiwanis International turned 100 in January. Key Club will turn 90 later this year. To celebrate our rich history of service, The Eliminate Project challenges your Key Club to do something extreme to help save babies. You'll have fun and make history in the process. Here's how:

## 1 SET YOUR GOAL AND STUNT

Choose a fundraiser and estimate what you'll raise. This is your fundraising goal. Next, pick a funny stunt or extreme local tradition (like kissing an octopus) for your Key Club to complete when you reach your goal. This will motivate people to give and build club spirit—which will ultimately help your Key Club save more moms and babies from maternal and neonatal tetanus.

## 2 PLAN YOUR PROJECT

Get your project off the ground. Set a date, budget and task list for your fundraising activity. Assign responsibilities. You can find the toolkits and resources you need at [www.TheEliminateProject.org/SLP](http://www.TheEliminateProject.org/SLP).

## 3 MAKE IT HAPPEN

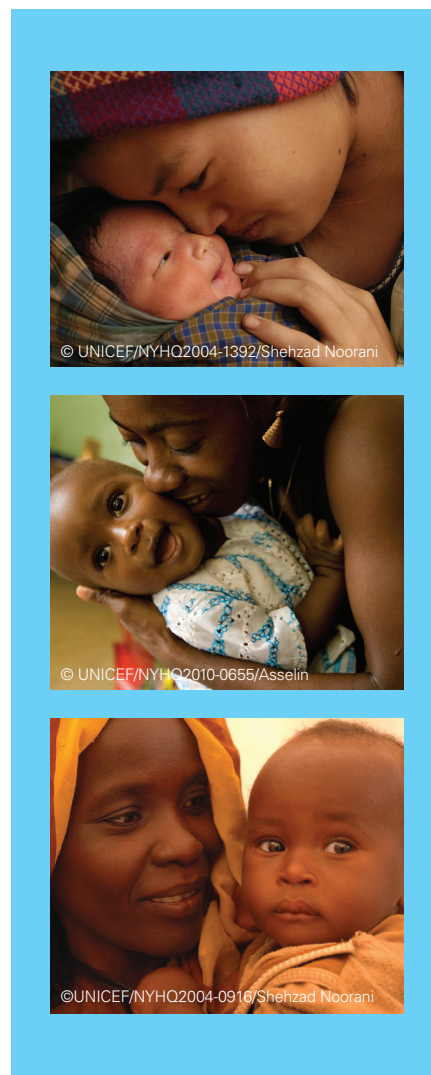
Before your event, spread the word about MNT, your fundraiser and the stunt you'll perform once your goal is reached—invite people to give and help save babies. Consider creating a team fundraising page where you can collect people's donations at [www.TheEliminateProject.org/personalpage](http://www.TheEliminateProject.org/personalpage). Whether you host a dance, shave your head or simply use club members to donate, your club will make a difference. Don't forget to ask your sponsoring Kiwanis club to match the funds you raise and dare them to participate in the stunt. You'll double your lifesaving impact in the process.

## 4 TURN IN FUNDS

Get credit from The Eliminate Project and possibly add some patches to your club's banner. Complete a Kiwanis-family giving form and send the money your club raised to the Kiwanis International Foundation. Find details at [www.TheEliminateProject.org/SLPRecognition](http://www.TheEliminateProject.org/SLPRecognition).

## 5 CELEBRATE

The fun is done, and you've reached your goal. Now schedule a time to conduct your stunt and invite participants to witness the fun. Share photos on social media. Don't forget to tag The Eliminate Project (#elimin8) on Twitter and Facebook.



### The Eliminate Project: Campaign Office

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