
*Growing an Exchange Club
in the 21st Century*



***I'm JP
Fallou***

Exchange Club of Las Vegas, NV – President

California–Nevada District Exchange Clubs – President



Introduction

- Brief overview of the Exchange Club of Las Vegas, NV
 - 6 members on July 1st, 2024
 - 25 members on Sept 30th, 2025
 - (18 Business Members)
 - As of today, 30 Members.
 - Mission and core values
 - Aligned with The National Exchange Club Mission
 - Focus on the four Areas of Impact aligning with the club board of directors.
 - Create your motto
 - Put **UNITY** back into **CommUNITY**
 - Importance of adapting to modern community needs
 - Communities evolve
 - Continuously adapt to changing needs, values, and expectations.
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Donations to Date

Over last 18 months

- \$1.5 Million of In-kind donation via ECLV or Community Partner
 - Costco, Sams Club, Walmart
 - Three Square
 - Amazon, Whole Foods,
 - McDonalds, Olive Garden, Chipotle, Panera, Casinos
 - \$50,000+ in cash donations
 - Unlimited amount of Volunteers
 - Multiple events
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The 21st Century Landscape

- Changing demographics and community expectations
- Rise of digital engagement
- Increased focus on measurable impact

To grow in the 21st century, we must be as dynamic as the communities we serve—responsive, digital, and impact-focused.



Community Needs Assessment

Purpose:

- Identify gaps in services
- Align club initiatives with real community needs

Steps:

- Survey local companies and stakeholders
- Analyze public data (crime rates, education, poverty, etc.)
- Host listening sessions or town halls
- Nonprofits you have helped?
- Collaborate with local government, Corporations, and nonprofits

Outcome:

- A prioritized list of community needs (e.g. Community service, Americanism, Youth programs, Prevention of Child Abuse)
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Identifying Community Partners

Nonprofit Partners:

- Local shelters, food banks, and youth organizations
- Examples: Setting the Captives Free, Restoration and Recovery Foundation, Domestic Violence of Nevada

For-Profit Partners:

- Local businesses for sponsorships and event support
 - Banks, real estate agencies, restaurants, retailers
- Corporate social responsibility (CSR) opportunities

Civic Partners:

- Las Vegas Metropolitan Police Department
- City and county leaders

How to Engage:

- Co-host events
- Offer recognition and visibility
- Create win-win partnerships



Building a Social Media Plan

Goals:

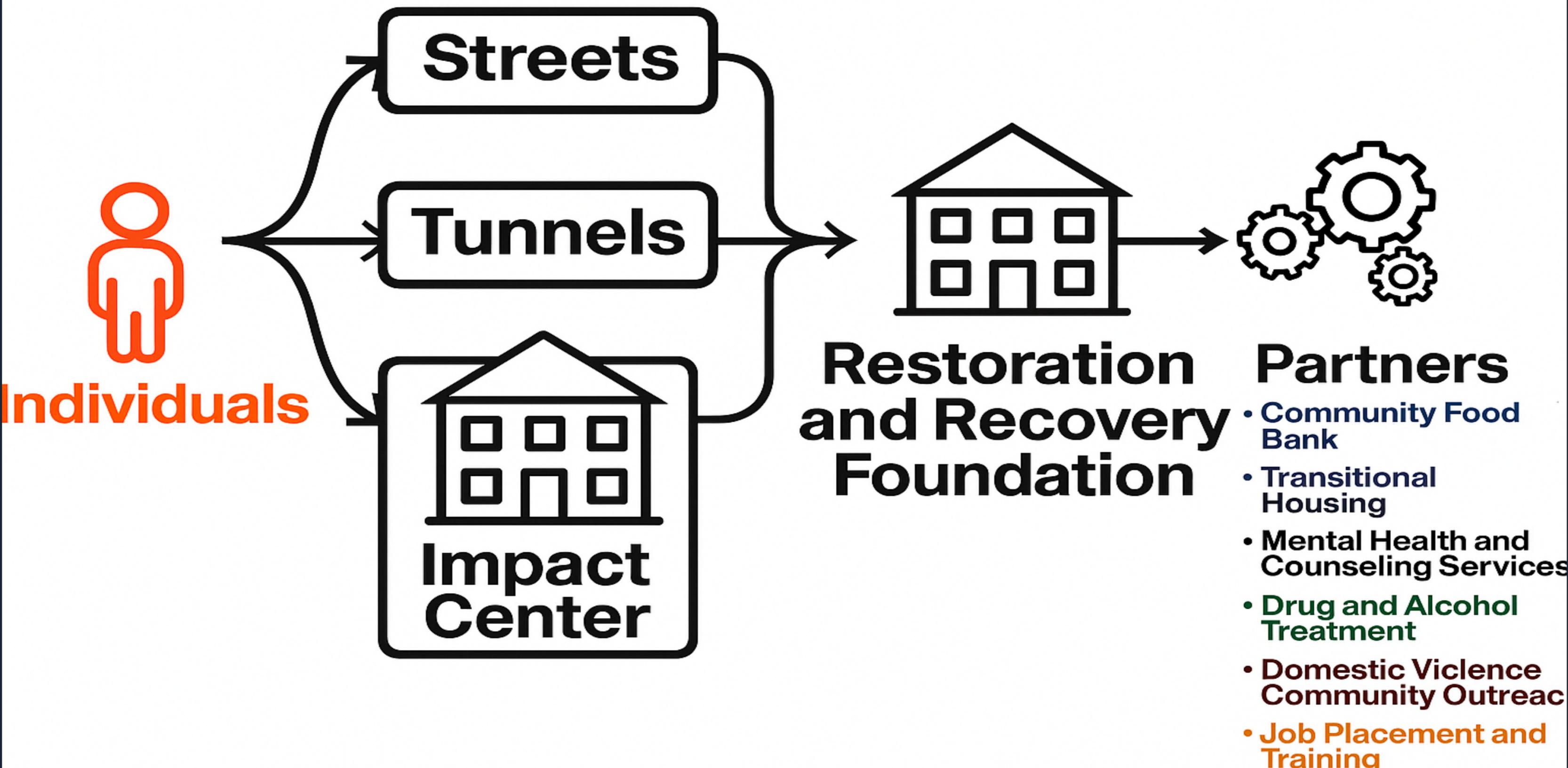
- Increase visibility
- Attract new members
- Promote events and impact

Platforms to Use:

- Facebook (community engagement)
- Instagram (visual storytelling) – Instagram
- LinkedIn (professional outreach)
- TikTok (youth engagement)



Owens Community Resource Project



Modernizing Membership Recruitment

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- Host open houses, mixers, events, and informal meetings
 - Offer flexible membership options
 - \$45.00 per quarter for both active and business members
 - Highlight impact and networking opportunities
 - Your community partners know the community
 - Leverage testimonials and success stories

By modernizing our approach to membership, we're not just growing numbers—we're building a stronger, more connected, and more impactful Exchange Club for the future.



Success Metrics

- Membership growth
- Event & meeting attendance
- Social media engagement
- Community impact (measurable outcomes)
- Grants & Sponsorships

**Tracking these metrics ensures that
our efforts are visible and valuable.
This is how we grow with purpose.**



Case Study: Exchange Club of Las Vegas, NV

- Recent successful initiatives
 - So Everyone is Seen
 - Cyber Safe Schools
- Community partnerships in action
- Lessons learned and future goals

**The Exchange Club of Las Vegas, NV,
proves that real change happens
when service meets strategy. And
this is just the beginning.**



Bonus Material



100 brands that donate



94 Grantmakers in CA/NV
Request within 180 days

Funding follows purpose.
Lead with vision, and the
support will follow.



Call to Action



Visit the Exchange Club of Las Vegas, NV, at:

<https://exchangecluboflasvegas.org/>

Contact a non-profit in your area and ask them join!



THANK YOU

