

## AF-Kids Program is a Great Fundraiser!

Use this form to register your Community Athletic Organization to participate in the AF-Kids Program. This program is established to provide funds to the Community Athletic Organization that actively supports the AF-Kids Program, Parents of youth athletes, and funds for the Aflac Cancer Center. The goal is to distribute a minimum of \$1 million.

### **Purpose of the AF-Kids Program**

The ultimate objective of the AF-Kids Program is to generate funds that support the research and cure of pediatric cancer and blood diseases for kids. These funds will be distributed to the Aflac Cancer Center and Blood Disorder Service. This organization is recognized as one of the top three pediatric cancer centers in the country for childhood cancer, hematology, sickle cell anemia, and blood marrow transplant programs. The Aflac research team works with other prominent researchers at centers such as Children’s Hospital, Mayo Clinic, St. Jude’s and numerous other prominent research centers to find

cures and help at-risk infants, children, adolescents and young adults. All clinical work is performed at the Aflac Cancer Center hospitals in Atlanta, GA. Unfortunately, the demand continues to climb. AF-Kids will contribute a percentage of all new business



revenue generated by the AF-Kids team to the Aflac Cancer Center and Blood Disorder Service. **It does not seek donations or purchases of products from parents or Associations.** Instead the Program merely asks members of the community to help the AF-Kid team to identify (refer) those individuals and/or companies that may have an interest in our products and services. AF-Kids will compensate those members of the community who provide referrals regardless of whether the referred individual or organization makes a purchase or not. Essentially, AF-Kids pays parents, members of the community, and community athletic organizations to help to find potential sources of funds for the Aflac Cancer Center!

### **AF-Kids Community Outreach Program Pays Cash to Parents and Athletic Organizations**

The AF-Kids Program starts with members of the communities including coaches and parents of players participating in youth athletics as well as the public at-large. These individuals:

1. Provide a qualified\*\* referral of those special people, companies, or organizations that may have an interest in one or more of the unique Aflac supplemental insurance plans that are available;
2. Identify the Community Athletic Association that they support; and,
3. Identify which youth athletic team with which they have an affiliation.

AF-Kids will pay the individual who submitted the qualified organization/company referral the sum of \$5.00 for each qualified organization submitted. The sum of \$3.00 will be paid for each qualified individual referral submitted. For each qualified referral received from a member of the association wherein the association was identified, AF-Kids will donate the sum of \$2.00 to the association.

Example:

An association with 4,000 members (parents) actively participates in the AF-Kids Program. One hundred (200) of the members participate and each submits three (3) qualified company referrals and three (3) qualified individual referrals to the AF-Kids Program. The cash that would be distributed is computed as follows:

<u>Each participating member</u>	\$24.00	
3 company referrals @ \$5.00 each =	\$15.00	
3 company referrals @ \$3.00 each =	\$9.00	
Total member distributions 200 participating members @ \$24.00 each =		<b><u>\$4,800.00</u></b>

Community/Amateur Athletic Association

6 referrals per member times 200 participating members @ \$2.00 each =	<b><u>\$2,400.00</u></b>
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In addition to the cash rewards, parents, teams, and athletic organizations may qualify for special awards and events sponsored by the AF-Kids Program. Often these are sport specific such as the Spotlight Game of the Week Series for Baseball. The Spotlight Series is a special program wherein the St Paul Saints literally exports the Midway stadium experience to youth baseball (and softball) fields and creates a big league environment for the kids and the community – locally. **Great for kids! Great for the community!** It is not uncommon to have over 500-1,000 fans attend these events and there is usually media coverage for these events. Other awards include gift certificates to stores, youth sports camps, and tickets to professional sporting events such as the Minnesota Wild, Twins, etc.



The AF-Kids Program is open to ALL sports sponsored by an amateur athletic association, in-house and travel, boys and girls.

### Association Public Relations Support for the AF-Kids Program

The Association agrees to assist in the promotion of the AF-Kids Program to their members through a variety of means including, but not limited to, the following:

1. Association to transmit monthly mass emails to association members announcing the program and encouraging the members to participate;
2. Association to include participation and promotional information about the AF-Kids Program in newsletters and similar correspondence;
3. Association to promote the AF-Kids Program at meetings – Board meetings, program directors, coaches (travel and in-house);
4. Association to promote the AF-Kids Program at Association-hosted and/or sponsored tournaments and special events;
5. Association provides authorization to AF-Kids to promote the Program on-site at Association-hosted and/or sponsored tournaments and special events; and,
6. Association provides authorization to AF-Kids to coordinate with coaches and directors for events.

The AF-Kids Program will promote the association and the association's events as appropriate in the AF-Kids public relations venue.

**\*\* Note 1:**

A *qualified organization* or business referral is defined as follows:

- The company or organization is *real* and have at least five (5) employees who receive a paycheck (W-2) – Entrepreneurs including self-employed individuals plus organizations with less than three W-2 employees are considered as *qualified Individuals* for purposes of qualification;
- The corporate headquarters is located in MN, IA, SD, ND, or WI or the company the North American HQ is located in these states; and,
- Aflac products and services are *NOT* currently being offered to the employees.

**\*\* Note 2:**

A *qualified individual* referral is defined as follows:

- The person is *real* and over 18 years of age;
- The individual resides in MN, IA, SD, ND, or WI; and,
- The individual does not currently own our insurance policy nor have access to Aflac products through their employer.

**COMMUNITY ATHLETIC ASSOCIATION  
REGISTRATION FORM**

**Association Information**

Submittal date: \_\_\_\_\_

\_\_\_\_\_ official name of community athletic organization

\_\_\_\_\_ number of members

\_\_\_\_\_ mail address

\_\_\_\_\_ city

\_\_\_\_\_ state

\_\_\_\_\_ mail code

\_\_\_\_\_ official website

Non-Profit?  Yes  No

\_\_\_\_\_ tax id number

**Association Primary Contact for Public Relations and Coordination**

\_\_\_\_\_ first name

\_\_\_\_\_ last name

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
daytime telephone:

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
evening telephone

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
cell phone

\_\_\_\_\_ AM PM  
best time to call

\_\_\_\_\_ mail address

\_\_\_\_\_ city

\_\_\_\_\_ state

\_\_\_\_\_ mail code

\_\_\_\_\_  
e-mail address (primary) @ \_\_\_\_\_

**Authorized Board Member**

\_\_\_\_\_ first name

\_\_\_\_\_ last name

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
daytime telephone:

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
evening telephone

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
cell phone

\_\_\_\_\_ AM or PM  
best time to call

\_\_\_\_\_  
e-mail address (primary) @ \_\_\_\_\_

\_\_\_\_\_ printed name

\_\_\_\_\_ signature

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
telephone

\_\_\_\_\_/\_\_\_\_\_/20  
date signed

After you complete the form, please return to the AF-Kids Program Director Team - You may fax the form (fax # 952-895-5486 or 651-686-0643) or mail it to: Aflac Kids, Attn: Mr. Lynn B. Keefer, AF-Kids National Program Director, 201 West Burnsville Parkway, Suite 118, Burnsville, MN 55337 USA.