

2022-2023 Club of the Year (COTY) Competition

| Criteria: | Points: |
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| Participation in statewide/National Day on the Hill activity (Details must be submitted by March 22) | 50 points |
| Local President Meet/Converse with Regional Director by August 1 | 10 points |
| Entry in District Club Achievement Competition | 20 points per book |
| Winning District Club Achievement Competition | 25 points 1 st place 15 points 2 nd place 10 points 3 rd place |
| Entry in National Club Achievement Competition | 20 points per book |
| Membership Percentage Increase <i>Based on membership total from February 2022 to March 2023, Calendar year with growth year-over-year</i> | 25 points 1%-5% growth 35 points 5.1%-10% growth 45 points 10.1%-15% growth 55 points 15.1%+ growth |
| Mouth of the South Participation | 20 points |
| Payment of District Dues On Time | 50 points |
| Payment of National Dues On Time | 50 points |
| Payment of American Advertising Awards Handling Fees On Time | 50 points |
| Providing Full Membership Roster/Email List On Time (points available in September 2022 and March 2023) | 50 points |
| Submitting Annual Budget, Bylaws and Charter to Regional Director | 25 points |
| Professional American Advertising Awards Entry Percentage Increase | 15 points 1%-5% growth 25 points 5.1%-10% growth 35 points 10.1%-15% growth 45 points 15.1%+ growth |
| Student American Advertising Awards Entry Percentage Increase | 15 points 1%-5% growth 25 points 5.1%-10% growth 35 points 10.1%-15% growth 45 points 15.1%+ growth |
| Present a Mosaic ADDY® at the American Advertising Awards | 10 points |
| Forward Gold and Silver entries to District Correctly and On-Time | 50 points |
| Participation in Council of Presidents (COP) Conference Calls | 20 points per call |
| Submitting Club Reports to District E-Newsletter On Time | 20 points per issue |

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| Submitting Nominations for Scholarships and Awards | 20 points per nomination | |
| Submitting President's Report to RD on Time <i>(Leadership Conference, Forward Planning, Spring Convention)</i> | 20 points per district event | |
| Attendance at COP and Board of Directors Meetings <i>(President or Proxy; 2 opportunities per conference)</i> | 20 points per meeting | |
| Full Registration Attendees at District Events <i>(Leadership Conference, Spring Convention)</i> | 20 points per attendee <i>Max of 60 points per event</i> <i>60 points per club if virtual</i> | |
| Award of Local Student Scholarship OR Donation to Jan Gardner, Mosaic Fund, or Malone NSAC Fund <i>(Details or donation must be submitted by March 15)</i> | 20 points | |
| Posts to AAF D7 Social Media Pages Sharing Ideas <i>(Topics to be announced)</i> | 10 per post <i>Maximum of 50 points</i> | |
| Present a Diversity & Inclusion speaker or promote the National Diversity & Inclusion Webinars to your members | 50 points | |
| Completion of a Public Service Project <i>(Details must be submitted by March 2)</i> | 50 points | |
| Join COP Facebook Group | 10 points | |
| Attendance at American Advertising Awards webinars | 25 per webinar | |
| Participation in AAF National Certification Program/Process, <i>if held</i> | 15 points | 1-5 attendees |
| | 25 points | 6-10 attendees |
| | 35 points | 10-15 attendees |
| | 45 points | 15+ attendees |