

2023-2024 Club of the Year (COTY) Competition

Criteria:	Points:
Participation in Council of Presidents (COP) Conference Calls	20 points per call
Local President Meet/Converse with Regional Director by August 1	10 points
Attendance at Bi-Monthly COG PIE Webinars	10 points per webinar <i>Maximum of 40 points</i>
Attendance at COP and Board of Directors Meetings <i>(President or Proxy; 2 opportunities per conference)</i>	20 points per meeting
Mouth of the South Participation	20 points
Full Registration Attendees at District Events <i>(Leadership Conference, Spring Convention)</i>	20 points per attendee <i>Max of 60 points per event 60 points per club if virtual</i>
Join COP Facebook Group	10 points
Payment of District Dues Within 30 Days of Receipt	50 points
Providing Full Membership Roster/Email List On Time <i>(points available in September 2023 and March 2024)</i>	50 points each time
Submitting Annual Budget, Bylaws and Charter to Regional Director	25 points
Submitting Club Reports to District E-Newsletter On Time	20 points per issue <i>(100 total points possible)</i>
Attendance at American Advertising Awards webinars	25 per webinar <i>(100 total points possible)</i>
Payment of National Dues Within 30 Days of Receipt	50 points
Posts to AAF D7 Social Media Pages Sharing Ideas <i>(Topics + Times to be announced)</i>	10 per post <i>Maximum of 50 points</i>
Attendance at Quarterly D7 Leadership Webinar Series <i>(Topics + Times to be announced)</i>	25 points per webinar
Forward Winning entries & Fees to District Correctly by March 1st	50 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 Local American Advertising Awards	10 points
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
Present a Diversity & Inclusion speaker locally <i>(Submit Promotional Material to RD)</i>	50 points <i>given once</i>
Completion of a Public Service Project <i>(Details must be submitted by March 1)</i>	50 points
Submitting President's Report to RD on Time <i>(Leadership Conference, Forward Planning, Spring Convention)</i>	20 points per district event
Submitting Nominations for Scholarships and Awards	20 points per nomination
Membership Percentage Increase <i>Based on membership total from February 2023 to March 2024, 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
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
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