



## club operations

Club operations are defined as the policies, procedures and leadership development that contribute to the operations of a club or federation.

1. State your club or federation's operations goal(s) as they relate to:
  - Long-range planning
  - Analysis of member needs
  - Leadership organization and development
  - Fiscal management (budgeting, dues, non-dues income and fundraising)
2. Describe the methods used for achieving these goals
3. State/define the results of these executions.



## cornerstone initiatives & events

Projects and programs designed to build effective relationships within the club or federation and greater community. Relationships are established through the club or federation's work to provide advertising education, celebrate creative excellence, elevate diversity and multicultural initiatives and take an active role in government affairs as it relates to the advertising industry.

This entry should include four sub-categories:

- Advertising Education (Professional, Student, General Public)
- American Advertising Awards
- Diversity & Multicultural Initiatives (Speakers, Workshops/Seminars, Campaigns, Membership Demographics, etc.)
- Government Relations (State Day on the Hill, Speakers, Programs, Club Involvement, etc.)

1. Goals for each initiative

2. Explain how each goal was achieved:

- Event Details
- Target Audience
- Strategy
- Execution/Tactics

3. Describe, in detail, the results of your program/initiative.



## **membership development & communications**

Membership Development and Communication is defined as activities designed to enhance a local advertising club or federation and its membership recruitment, retention and involvement and the communication collateral materials and/or websites produced and distributed for these purposes.

1. State your club or federation's membership goals as they relate to:
  - Recruitment
  - Retention
  - Involvement
2. How did you achieve these goals including (but not limited to) the following activities:
  - Projects/Programs
  - Volunteerism
  - Member feedback
  - Club operations
  - Communications
3. Describe your club or federation's use of communication materials for any or all of the following areas:
  - Regular communication with members
  - Event or meeting promotions and announcements
  - Communication with nonmembers
  - Self-promotion
  - Others (e.g., telephone and broadcast scripts, press releases, etc.)
4. For each communication vehicle submitted, provide the following:
  - Goals
  - Target audience
  - Budget recap
  - Distribution system
  - Results achieved



## programs

Quality programming that fosters actively interested membership, well-attended meetings and membership growth.

1. State your club or federation's overall program goal(s) and provide (in the collateral material) a calendar of the year's programs.
2. Describe three of your most successful programs (other than special events, American Advertising Awards, seminars and designated fundraising events). For each program, please explain how you achieved your goal(s) by describing the:
  - Event details
  - Target audience
  - Method of promotion
  - Average attendance
  - Feedback mechanism
  - Results
3. Describe at least one special event. Please explain how you achieved your programming goal(s) by describing the:
  - Event details
  - Target audience
  - Method of promotion
  - Average attendance
  - Feedback mechanism
  - Results



## programs

Projects that effectively use advertising techniques to support local, regional and/or national programs on behalf of public interests and/or for community betterment.

1. For each public service project, explain how you achieved these public service goals by describing the:
  - Goals of the project
  - Target audience
  - Strategy
  - Execution/tactics
  - Media/materials used (documentation of use required)
  - Results attained (may include club publicity)