

rewarding the year:

ovation awards & club achievement



Overview of Presentation

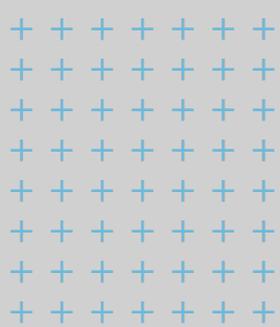
- National Ovation Awards
- Club Achievement Competition
- Category Submissions
- National Special Recognition Awards
- Breakout Q&A session



Ovation Awards



- Recognizes outstanding accomplishments of the affiliated advertising chapters to showcase programs and projects these chapters undertake each year
- Chapters should submit all items in a **SINGLE** submission by 5:00 p.m. on April 23, 2026 to receive all points



Ways to Win Big

→ Enter the National Ovation Awards

- ◆ Chapter projects implemented from April 2, 2025 to March 20, 2026 qualify for this year's competition
- ◆ National Club Achievement Competition
- ◆ National Club of the Year

→ Create 5 Club Achievement books

→ Nominate your fellow peers for National Special Recognition Awards

Why is Club Achievement important?



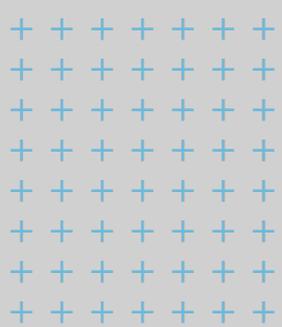
→ **Allows local chapters to plan and manage their club by:**

- ◆ Organizing objectives & projects for the year
- ◆ Giving board members & volunteers purpose

→ **5 Categories for submission include:**

- ◆ Chapter Operations
- ◆ Cornerstone Initiatives & Events
- ◆ Membership Development & Communications
- ◆ Programs
- ◆ Public Service

→ **All entries must be submitted no later than 5:00 p.m. on March 20, 2026**



Tools to be Successful

- **Start EARLY!**
- **Appoint a Club Achievement Chair**
- **Get organized with a Dropbox, Google Drive, Slack, etc.**
- **Know your deadlines and the collateral + narrative for each book**
 - ◆ Take photos and videos
 - ◆ Set internal deadlines for your chapter
- **Use the resources available on AAF.org**
 - ◆ There are examples of award-winning books for each category

Club Operations

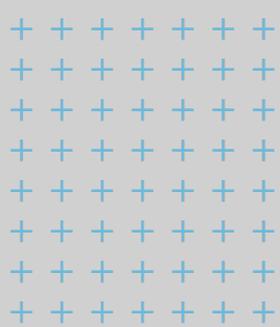
- **The policies, procedures and leadership development opportunities that contribute to the operations of your club**
- **Creating the planning, strategies, goals and objectives of your chapter's operating policy**
- **Share overarching goals, especially revenue impact areas**
 - ◆ Membership
 - ◆ Programs
 - ◆ American Advertising Awards



Cornerstone Initiatives & Events

- **Encompass education, government affairs, DEI and events like the American Advertising Awards**
- **Projects and programs designed to increase the minority representation in your advertising community**
- **Projects, programs and communications designed to build effective relations with local, state and federal governments**





Membership Development & Communications

→ **Membership development, recruitment and retention efforts**

→ **Show your goals and how you achieved them**

- ◆ Show the actual numbers and % in change, whether it's positive **or** negative

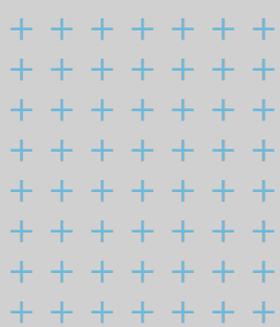
→ **Communications efforts to attract members and any additional materials used to communicate with the community, chapter or media**

- ◆ Printed materials
- ◆ Website
- ◆ Eblasts (share open and click-thru rates)
- ◆ Press Releases
- ◆ Social Media

Programs

- **Quality programming that fosters actively engaged members, well-attended meetings and events, and membership growth**
- **Include exhibits of the planning process**
 - ◆ P&Ls
 - ◆ Committee meeting notes
- **Share exhibits of promotional materials and events**
- **Track event attendance and ROI for year-over-year differences**





Public Service

- **Community service projects that effectively use advertising techniques to support local, regional and/or national programs on behalf of public interests and/or for community betterment**
- ***Ad 2 Public Service Competition participants must submit a Public Service Club Achievement book.***

Ad 2 MN Public Service

JOIN THE PUBLIC SERVICE TEAM!

Apply today!



Special Recognition Awards

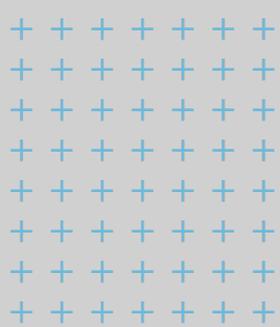


- **Barton A. Cummings Gold Medal Award**
- **Chic Davis Memorial Award**
- **Lee-Douthit-Levine Perseverance Award**
- **Pat Martin Excellence in Leadership Award**
- **Betty Riehl Excellence in Service Award**

The nomination deadline for the Barton A. Cummings Gold Medal Award is March 18, 2026.

The nomination deadline for the remaining Special Recognition Awards is March 20, 2026.

All nomination criteria may be found on [AAF.org](https://www.aaf.org)



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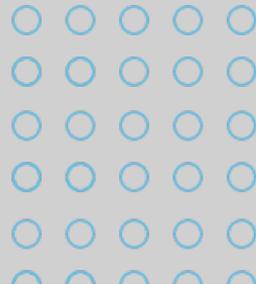
American Advertising Federation



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Q&A Breakout Session