

club achievement 101

2025-2026





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presenters

definitions

OVATION AWARDS



NATIONAL CLUB ACHIEVEMENT



DISTRICT CLUB OF THE YEAR



DISTRICT CLUB ACHIEVEMENT

Submission of CA books plus additional opportunities to earn points towards **Club of the Year** & **President of the Year** as outlined in [Ovation Awards scoring guide](#). Awards presented at ADMERICA (one per Division).

1st, 2nd, 3rd place in **each category** are awarded. Scored within the Divisions (III & IV in District 7). Awards presented at ADMERICA.

Submission of CA books plus additional opportunities to earn points towards **Club of the Year** & **President of the Year** as outlined in [COTY checklist](#). Awards presented at District Spring Conference (one per Division).

1st, 2nd, 3rd place in **each category** are awarded. Scored within the Divisions (III & IV in District 7). Awards presented at District Spring Conference.

purpose + objectives

**establish
chapter
goals for
the year**

**business
plan for
your
chapter**

**document
chapter
activities**

**recruitment
tool**

**historical
+
succession
tool**

**celebrate
how
awesome
you are**

club achievement categories

CLUB OPERATIONS

Policies, procedures and leadership development that contribute to the operations of a chapter.

CORNERSTONE INITIATIVES + EVENTS

Designed with the intention of promoting **diversity & multiculturalism, advertising education**, awareness and activism with regard to **government relations** and championing creative excellence through the **American Advertising Awards**.

MEMBERSHIP DEVELOPMENT + COMMUNICATIONS

Activities designed to enhance a local advertising chapter and its **membership recruitment, retention and involvement** and the **communication collateral** materials and/or websites produced and distributed for these purposes.

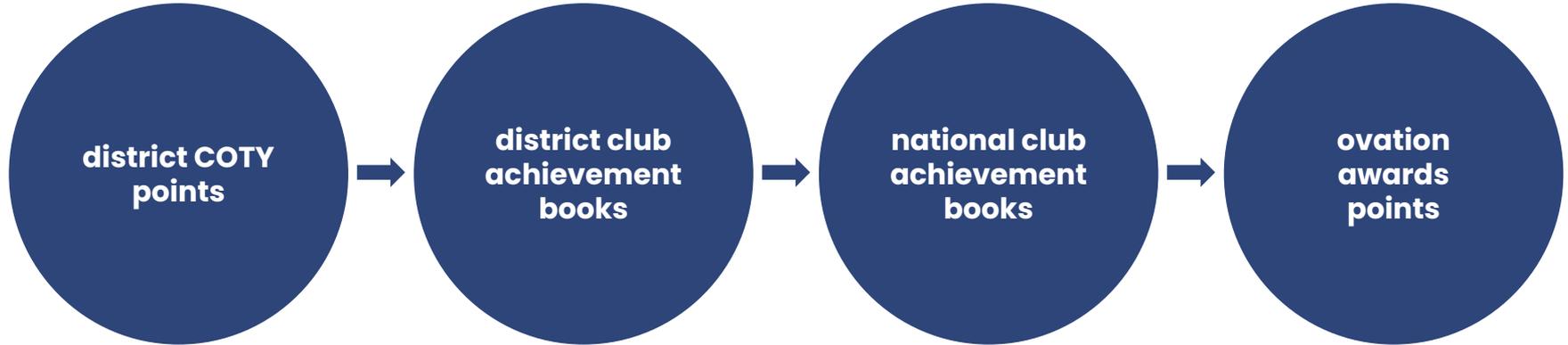
PROGRAMS

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

PUBLIC 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**.

timeline + costs



Accrue **automatically** over the course of the year as outlined in the [COTY checklist](#).

Your RD may ask for supplemental info.

\$45 first book
\$10 each additional
\$10 additional per book late fee

Regular deadline:
March 4 @ 11:59pm CST
Late deadline:
March 6 @ 5p CST

\$75 first book
\$10 each additional
NO LATE OPTION

Deadline:
March 20 @ 4p CST

Select points accrued automatically. Additional **collateral submitted** through [form on AAF.org](#)

Deadline: April 23

book rules + guidelines

must do's

All collateral material must have been produced between **March 2025 to March 2026 (district)** and **April 2025 to March 2026 (national)**

+

Each entry must contain a **narrative** and relevant **supportive material**.

+

Narrative section **cannot exceed eight (8) double-spaced pages** and must be typed in **11pt Times New Roman**.

book layout

NARRATIVE

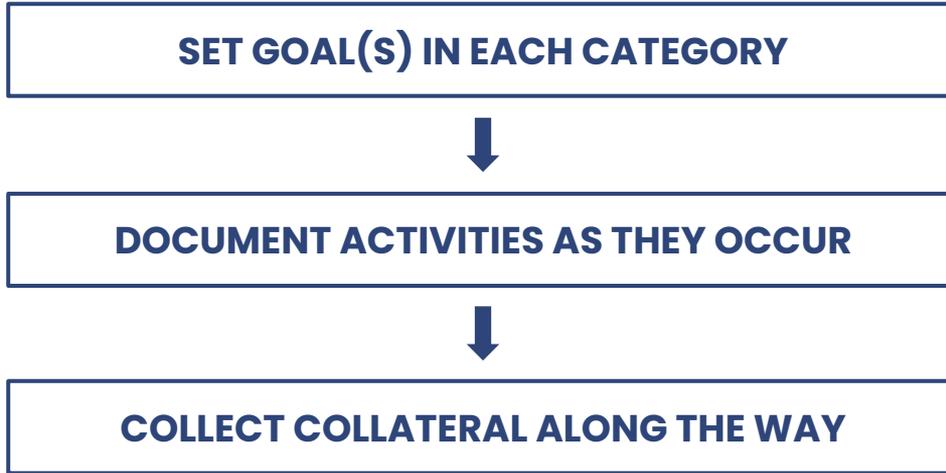


**AAF national
webpage**

EXHIBITS/COLLATERAL

- Intro 2-3 sentences
- Goals/Objectives
 - What are you trying to achieve as it relates to the category
- Strategy/Tactics
 - 5 Ws
- Results
 - Action/Deliverable
 - Use metrics or numbers wherever possible
 - Examples
 - Social media analytics
 - Attendance numbers
 - Awards entry/Gala attendee numbers
 - Membership increase numbers
- Supporting material to supplement/reinforce narrative
- Number your exhibits and refer to them within the narrative
- Content that is applicable to more than one book can be used in each book (both district and national levels)

process + workflow



Photos from events

Delegate to board member/general member

Great way to engage members with a small task

+

Social Media posts

Screenshots
Reposts/shares
Creative files
Mentions

+

Communications

Emails
Newsletters
Press releases
Press coverage

+

Analytics

Website
Social Media
Event registrations

book rules + guidelines

what should we
be doing now?

Gathering content

- Set up google drive folders for each book
- Keep a running document
- Put collateral in appropriate folders

Activities from end of last year can be included (*starting March 2, 2025*).

+

If you don't have someone on your board designated for club achievement, **engage the past president/board chair, previous board chair, or historian to lead the committee.**

Designate an editor.

+

Alert the treasurer & **budget** for submission fees.

+

Plan time early in the year to workshop the books to make sure they are cohesive in formatting.

judging

rubric + panel

Rubric (district + national)

- Outline and relevance of goals = 10 points
- Methods used to achieve goal(s) = 25 points
- Results of methodology = 30 points
- Degree to which the collateral material documents the narrative description of the project or activities = 35 pts
- TOTAL = 100 POINTS

+

Panel (district)

Minimum of 5 Past Governors as judges with no judge reviewing their own chapters' books.

+

Panel (national)

Uses separate panels of judges for EACH CATEGORY of the competition. Each panel is composed of individuals who have professional expertise in the category that they are judging. Not necessarily AAF current or former leadership.

recognition

points + prizes

CA winning books points towards COTY + Ovation (district + national, separately)

- PER BOOK
 - 1st place = 25 pts
 - 2nd place = 15 pts
 - 3rd place = 10 pts
- Additionally, each book entered into national competition (regardless of win status) = 20 pts per book (District only)

+

Prizes (district)

Club of the Year and President of the Year (1 per division)

- 1st place = \$1,000 + trophy
- 2nd place = \$500
- 3rd place = \$250

+

Prizes (national)

Club of the Year and President of the Year (1 per division)

- 1st place = \$1,000

All Club Achievement book winners will receive a plaque presented at ADMERICA's Salute to Achievers program and invitation to pre-event breakfast

reminders

tips + tricks

LABEL ALL EXHIBITS CLEARLY and reference them within the narrative.

+

SHOW SCREENSHOTS of social posts instead of standalone creative.

+

FOCUS ON RESULTS. What impact did your efforts have? Include any feedback from participants, either data or narrative.

+

DON'T SUGARCOAT. It's ok if something didn't work or your goal wasn't achieved. Showing ideas and effort is meaningful. Be honest.

+

SPELL & GRAMMAR CHECK. Appoint an editor or use editing tool.

questions + discussion

thank you!

