

Inspired TO LEAD

Note(book)worthy Numbers That Add Up Fast!

1 Enter at least one more book this year than last.

When you are planning, saving copies of everything, and bugging your board members for information, remember this year's club achievement goal is to enter at least one more book than you did last year. Didn't enter last year? Enter one! Enter eight last year? Do it again!

2 Check out two references to get you started.

- ☞ Download, read, and share the winning club books from previous years to stimulate ideas. They are available at aaf.org.
- ☞ Refer to the AAF National Club Achievement Competition Call for Entries for all of the rules and regulations. Remember that District only accepts digital entries, while National only accepts physical entries in binders.

3 There are three big benefits to entering.

- ☞ You can win big cash for your club!
- ☞ You get the pride of being an award winning club and can show other clubs how it's done by sharing your ideas.
- ☞ You will have a successful club! These books act as an annual report and will be passed to future boards to help guide them in the right direction for your club.

4 There are four main ways you can be successful.

- ☞ Establish a plan for your club based on these eight categories.
- ☞ Track everything you do during the year re: operations, activities and results. Don't wait until January to start gathering your information—do it as it happens!
- ☞ Ask each Committee Chair to provide their information—think of it as a recap of what they did. They should help write and proof the book.
- ☞ Get a non-industry person to proofread for you.

5 You only have five months left (Plus a few days)!

The deadline to submit your electronic entries is Friday, February 8, 2019 by 5:00pm. Entries will be submitted via Dropbox this year. Dropbox information will be available soon. You will also need to mail your check for the books to:

Andrea Wiley AAF, District 7, 11 W. Huling Avenue, Memphis, TN 38103

Entry fees for District Club Achievement are \$45 for the first entry (category) and \$10 for each additional entry. A late fee system will be implemented as of July 2018. The regular deadline is set for 5pm on a Friday. The late entry deadline will be set for 10am the following Monday. Late fees are \$55 for the first late entry and \$20 for each additional late entry. (In the event that one or more books are entered in time for the regular deadline, the first late entry is still \$55.) Entry fee checks must be postmarked no later than the late entry deadline.

Any club/federation not meeting the entry deadline will be disqualified from judging. All clubs/federations must adhere to the rules of the Club Achievement Call for Entries and are subject to disqualification at the discretion of the Club Achievement/Club of the Year chair, Lt. Governor Club Services, and Governor. All entries must be emailed/uploaded and received by the deadline date and time.

6 Create a timeline of six important events.

- ☞ Plan August 2018
- ☞ Execute & Track August 2018 to January 2019
- ☞ Compile January to February 2019
- ☞ Write..... January to February 2019
- ☞ Edit & Send to National..... February to March 2019
- ☞ Don't stop!!! Keep tracking for next year! March 2019 and beyond

7 These seven hints can help you excel.

- ☞ It will take more work and longer to write than you think.
- ☞ It will cost more than you think to print and get binders for your National entries.
- ☞ Decide on the categories your chapter excels in and enter those.
- ☞ Follow the Call for Entry guidelines meticulously.
- ☞ Develop a process and stick to it!
- ☞ Even if something was unsuccessful, write what you learned and how you will improve it next time.
- ☞ Get a Club Achievement chair and have them nag/remind board members what they need for their books and be the keeper of printed items. This person should be responsible for submitting books.

8 There are eight categories to remember.

Club Operations • Programs • Membership • Communications
Education • Government Relations • Public Service • Diversity

Remember to save eight copies of every physical item produced... you never know what might fit in other books.

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Criterion	Points
Entry in Club Achievement	25 points per book
Winning Club Achievement	1st Place - 50 points per book 2nd Place - 30 points per book 3rd Place - 20 points per book
Membership % Increase (based on Feb 2018-Mar 2019)	1%-5% - 25 points 5.1%-10% - 35 points 10.1%-15% - 45 points >15% - 55 points
Mouth of the South Participation	20 points
Payment of District Dues on Time (August 27, 2018)	50 points
Uploading Full Membership Roster/Email List to Engage (September 3, 2018)	50 points
Submission of Club Charter, Bylaws, and Budget to Regional Director (September 3, 2018)	50 points
Professional AAA Entry Percentage Increase	1%-5% - 10 points 5.1%-10% - 20 points 10.1%-15% - 30 points >15% - 40 points
Student AAA Entry Percentage Increase	1%-5% - 10 points 5.1%-10% - 20 points 10.1%-15% - 30 points >15% - 40 points
Participation in Council of Presidents (CoP) Conference Calls	20 points per call
Submission of Club Reports and Market News for District Newsletter	20 points per issue
Submission of President's Reports to Regional Director on Time (Leadership Conference, Forward Planning, Spring Convention)	20 points per report
Attendance of CoP and District Board Meetings (President or Proxy)	20 points per conference
Fully-registered Attendees at District Meetings	20 points per attendee (max of 80 points per meeting)
Award of Local Scholarship OR Donation to Jan Gardner Memorial Scholarship Fund OR Mosaic Scholarship Fund OR Malone NSAC Fund	20 points
Submit posts to AAF District 7 social media pages	10 points per attendee (max of 50 posts)
Completion of a Public Service Project	50 points
Join CoP Facebook Group	20 points
Entry in the Inspiring Leaders Challenge	50 points
Attend American Advertising Awards webinars	10 points per webinar
Plan and implement statewide Day on the Hill	50 points per club
Submit nominations for scholarships and awards	20 points per scholarship or award

Date	Event
July 23, 2018	COP Conference Call (COTY)
August 2-5, 2018	2018 Leadership Conference Hosted by AAF North Alabama, Huntsville (COTY-points for number of registered attendees)
August 27, 2018	COP Conference Call (COTY)
August 27, 2018	District Dues due to Jeff Harrison - \$10 per member (COTY)
September 3, 2018	All Clubs mailing and full membership roster/email list uploaded to AAF Engage (COTY)
September 10, 2018	Club News due for September e-Newsletter (COTY)
September 24, 2018	COP Conference Call (COTY)
October 22, 2018	COP Conference Call (COTY)
October 22, 2018	Club News due for November E-Newsletter
November 26, 2018	COP Conference Call (COTY)
December 17, 2018	COP Conference Call
December 17, 2018	Club News due for January E-Newsletter (COTY)
January 28, 2019	COP Conference Call (COTY)
February 8, 2019	Club Achievement Books Due (COTY)
February 25, 2019	COP Conference Call (COTY)
February 25, 2019	Club News due for March E-Newsletter (COTY)
February TBD, 2019	American Advertising Awards Webinar Series (COTY)
March TBD, 2019	District Professional American Advertising Awards Deadline Forwarding: \$80 per entry; \$17.50 per local entry to AAF (AAF National will send invoice)(COTY-All local gold and silver awards must be forwarded to District competition)
March 15, 2019	Applications Due for Jan Gardner Memorial Scholarship and Mosaic Scholarship (COTY)
March 15, 2019	Deadline for Nominations for Donald G. Hileman Award and Bolton-MacVicar Award and Otis Dodge Memorial Award (COTY)
March 15, 2019	Deadline for contribution to Jan Gardner Memorial Scholarship Fund/Mosaic Scholarship Fund/Malone NSAC Fund (COTY)
March 15, 2019	Updated membership rosters due to Database Chair (COTY)
March 25, 2019	COP Conference Call (COTY)
April 11-14, 2019	Spring Convention in Mobile, Alabama - Riverview Hotel District NSAC Competition District American Advertising Awards and District Student American Advertising Awards (COTY-points for number of registered attendees)
April 22, 2019	COP Conference Call (COTY)
May 27, 2019	Final COP Conference Call (COTY)

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